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Ten days—eleven nights—his week
(Charles Heale, Pres. and Gen. Mgr., Hardware Age, P. 3)

**HARVESTING TRADE
JOURNAL GOLD**

By Ernie Phillips

**IN TWENTY-FIVE WORDS
OR LESS**

By Mary Mack

**FIVE PLOTS ON MY
DOORSTEP**

By Grace Welsh Lutgen

**THERE'S HORSE SENSE
TO NONSENSE**

By Arthur Joel

RADIO-VIDEO MARKETS

By Elizabeth Hazelton

ADVISING THE BEGINNER

By Alan Swallow

MOSTLY PERSONAL

By Margaret A. Bartlett

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MOSTLY PERSONAL

By MARGARET A. BARTLETT, Publisher



Margaret A. Bartlett

When Charlie Heale was "little," he was *big* and earned 50 bucks a week more—unloading craft paper. If it didn't weigh 125 pounds, it was rejected. In a few nights he learned from a stocky young Irish lad to throw that much paper up into the air and pyramid it. He couldn't do it now. *But he is still big.*

Charlie Heale is now President and General Manager of *Hardware Age*, one of the leading trade publications in the country, as well as Vice-President and General Manager of the Chilton Company.

In December, 1916, he got a job in the Advertising Age advertising department, and "being just a few months too young for the first World War, but I wasn't, enlisted in the Marine Corps.

"It was not until it was all over I was given the choice of serving time or passing it up. I returned as what you might call News Editor with *Hardware Age*. I became Associate Editor later. Then I was sent to Cleveland in 1923, and stayed there a couple of years and returned to New York as managing editor in about 1926. 1932 I became Editor and Vice-President of *Hardware Age*, and shortly after was elected Director of the Chilton Company. I continued as Vice-President and Editor until April 1st, 1946, when following the passing of my boss and dear friend, George H. Griffiths, I became President and General Manager of *Hardware Age*, and after a few months also a Vice-President as well as Director of Chilton Company. This is my humble story, and now instead of working six days and four nights a week, I work about ten days a week and about 11 nights. I have addressed the platforms of many conventions of retail, wholesale, and manufacturer's gatherings and in a few cases have been invited back for a second time. I have been with this company 33 years and I hope they will keep me a little while longer."

It was to Mr. Heale that John and I used to sell in our trade-journal days. His brother, Kenneth, is now managing editor, and by coincidence, we have an article in this issue covering the subject of trade-journal writing.

Ernie Phillips ("Harvesting Trade Paper Gold") is a general writer. He used to write Westerns, and on the side pick up trade stories, for they are very lucrative. Ernie has had varied experiences. He operated a catcus ranch, then helped beginning writers over the humps back in Maine, but now he is back in California. He knows the ins and outs of trade-journal writing—how to get the most out of an interview!

This is how I learned to interview. John would come home from interviewing trips and could never relax until he had related all his experiences. I learned to go to sleep with one eye open, saying

"yes" at the right time! I never did interview but I was able to instruct correspondents how to—and Ernie knows all the tricks.

Grace Welsh Lutgen is a Nebraska writer, with four books of poetry and essays published. Her latest laurel was the winning of first prize for a play, "Women Who Opened Doors," which was presented at the Nebraska State Convention of Federated Women's Clubs.

Mary Mack ("In Twenty-five Words or Less") is the pen-name of a housewife-contester in Philadelphia who is a consistent winner of prizes. Although Miss Mack is right, of course, in denouncing spur-of-the-moment entries, I know from experience such an entry *can* win a prize. It was years ago when the Fitch Shampoo Co. offered three \$50 Elgin watches each Sunday for the three best jingles of the week, which would be read over the radio. I had listened to the program, and, I suppose, had let the various "points" in regard to the shampoo circulate in my mind. Anyway, one morning while shovelling coal into the furnace, this jingle popped full-blown into my head:

I've scratched my head
For a clever thought
To win me an Elgin new,
But the only thought
I can dig up is that
I need Fitch shampoo."

I hurried upstairs, typed out the jingle, and rushed it off.

Two Sundays later I had a premonition! As the Fitch program came on the air, I was inwardly all a-twitter. I curled up on the davenport, nonchalantly reading the *Denver Post* (for the second time). John was reading in his "Old Comfort" chair, and the children were either in or on their way to bed. Forrest had a radio on in his room. Suddenly came the announcement . . . to Mrs. Margaret A. Bartlett. . . . "Bedlam broke loose upstairs. "Mother! Mother! Did you hear that?" Eight feet came dashing downstairs.

Dad, quiet and dignified as ever, put down his magazine, smiled (a little indulgently, I thought), said: "Well, well, what's this?"

Suddenly there was an awful quiet. "But, Mother, what was the jingle? We never waited to hear it!" Yes, contesting can be fun!

Strictly Personal: Margaret and Forrest have been here visiting with me for a week, with Johnny and Wanda and their two lovely little boys up every day or so. Forrest has an article in the November *CQ*. . . . My deepest thanks are due my secretary and associate editor, Mrs. Lura Elliott, for her untiring efforts in getting out the December *A. & J.* . . . Next month I will introduce to you the new editor, who will keep *A. & J.* on the same high plane that Willard, John and I have always tried to maintain. . . . To all you good friends and subscribers, many of whom I have come to know through personal correspondence. . . . be happy this Christmas season with your families, your friends. . . . rejoice with your children in celebrating this Holy Season.

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The Author & Journalist

THE AUTHOR

& JOURNALIST

December, 1949

HARVESTING TRADE JOURNAL GOLD

By ERNIE PHILLIPS

EXTREMELY fortunate is the chap who's developed the knack of asking sensible questions which any successful merchant feels deserving of frankly sensible replies.

For the trade journal field offers a rich, lavish harvest of profit many young writers would do well to consider seriously while beating their brains out trying to batter their way into the fiction markets. As a rule trade journal articles need not be long. Nor do they actually require a great amount of effort. There isn't the grief of plot and counter-plot in the trade journal article. There isn't the necessity for constant revision and one certainly isn't bothered about characterization, background, dramatic effects, emotional reactions and the countless other important tricks which go into the successful short story whether it's slanted for pulps or slicks.

And, best of all, and a point deserving extra consideration, is the fact that competition in the trade journal field isn't as sharp or savage as it is when you haul off to take a few swings at the fiction field.

Trade journals are many and varied. There's one for practically every single field of merchandising endeavor. In some of the lines there are three and four journals catering to merchants such as furniture dealers, druggists, hardware men and tourist court proprietors.

Naturally, a trade journal is for two purposes: First, to pass along to the merchant advertisements of manufacturers or jobbers offering the line of stock the merchant carries in his establishment. Without this advertising revenue the trade journal would thin out alarmingly and leave a narrow market indeed.

The second purpose of the trade journal and the most important so far as the writer goes is editorial content: That's selected chiefly because the editor hopes it will pass along beneficial information which, if put to practical use, might enable smaller merchants or those just barely making ends meet to jack up business to the point profits will come faster as well as larger.

The question now arises: What makes for a good trade journal article? How can I know when I've skinned my shins against such a possible article? How do you go about lining up such material? What questions do you ask the merchant? Is there a secret routine you follow in interviewing merchants? Aren't merchants reluc-

tant to divulge trade secrets? Won't they be afraid if they tell too much competition will pounce on their secrets and drive them to the wall?

Let's take the first question: For example, strolling the main stem of Santa Maria, Calif., one day I paused before a hardware store. Surprisingly enough, in its display windows I did not see hammers, saws, wrenches, screwdrivers, and such kindred merchandise. Instead there were clay and glazed pottery reproductions or antique figurines so cleverly manufactured you'd almost swear you were peering at dainty, fragile old bisque! Gayly painted pottery bowls. Flashing colored glassware. Shimmery copper and brass doo-dads for mantle, fireplace, kitchen or living room. Odds and ends of brass and copper novelties ranging from animals to ships and airplanes. Knick-knacks for the what-not-stand Margaret Bartlett used to dust so carefully in her old New England home!

My surprise at this brilliant display of catchy colors and doo-dads instantly suggested a trade journal article. *Hardware Age* popped into mind. A peek inside showed this particular store carried an exceptionally extensive stock of ornamental novelties. Roughly, I estimated an inventory of perhaps \$8,000 to \$10,000. Roughly again, if this merchant realized a net profit of 25% on the side-line and turned his stock over two times a year—on an \$8,000 inventory he'd bounce up at the end of the year with a net profit of at least \$6,400. Measured in dollars and cents, such a net from a mere side-line isn't bad business.

That night I queried *Hardware Age*. I handed in the name of the store, the size of Santa Maria, its population of 12,000 and the fact the town was supported by oil, grain and cattle ranchmen, vegetable growers and Highway No. 101 connecting Los Angeles with San Francisco.

In my query to *Hardware Age* I mentioned the estimated stock carried, the fact that practically one-half the floor space was devoted to it, that one long wall was lined to the ceiling with gayly painted shelves displaying the merchandise, that fully a dozen tier-tables and a dozen glass show-cases also displayed knick-knacks and novelties, plus the fact that a street display window was crammed with it. In brief, this summary was to show *Hardware Age* that the merchant not only believed in the side-line but pushed it for all it was worth. And in a community famed for oil, vegetables, grain, cattle and flower-seed produc-

tion! I also asked about photos should the article prove of interest.

The novelty of the query must have clicked for by return mail the following letter was received:

"The story outlined in your letter concerning the hardware dealer in Santa Maria who does a tremendous volume in pottery, reproductions of antiques figurines, etc., sounds quite interesting.

"I would suggest that before you had pictures taken you send the article for our reading. If we like the story we could let you know what photographs we want. When you send in the article will you kindly address it to me at this office? Cordially, Kenneth A. Heale, Managing Editor, *Hardware Age*."

With a spark of interest stirred up over the proposed article, now it was time to sift the junk from the solids and screen out the useless. Also it was time to map out the method of attack and the strategy of approach.

It will be noted that I'd approached nobody in the store for I've learned it's best to have a possible outlet before putting merchants on the grill. When you've a letter substantiating your claims or intentions, then you've credentials the merchant understands.

With this end in view, I measured the situation from the editor's viewpoint. Which also meant from the reader's viewpoint. All of which meant but one prime thing:

Profit and the chance to make new profit or increase the annual net profit of the store.

Through the years I've found it good policy not to stalk into a store and ask the clerks to direct me to the proprietor as if I were serving a court summons. There's considerable profit and tips on additional articles to be picked up if one'll rather cultivate the friendship and good will of the clerks. After all, they're on the floor and actively contacting customers whereas proprietors usually are huddled over charge accounts, invoices, price changes, sources of supply and business conditions in general.

By obtaining as much data as possible from the clerks, time is saved when finally the proprietor is approached. After all, merchants are busy people; successful ones find their very minutes indexed, so to speak. It's easier to meet them with a few carefully selected questions and withdraw as quickly as possible. Then the feeling you might be imposing on their time doesn't develop.

The clerk who came forward chanced to be one who had been employed in the store 18 years. I nodded toward the vast stock of pottery and doodads and casually said: "Your display window got me. It's an eye-catcher. Incidentally, isn't that type of merchandise an unusual side-line for a hardware store?"

The clerk grinned. "Side-line hell!" he chuckled. "That's no side-line. That's big business. Has been with us for 14 years!"

"Then you people must have been the first to introduce this merchandise here," I said. "I notice three or four other stores have it stocked."

"That's right. We were first. They patterned after us. But being first, we made the big strike. They go into the others for what they can't get here—and that isn't much in this line. Soon's something new pops up, we pounce right in on it and stock up. We got a lady in charge of our gift and novelty department that's a whizz. She's been with it since we started it 14 years ago. Everybody in town knows Mrs. Jewett."



Then I introduced myself as one who occasionally did articles for trade journals.

"I've written *Hardware Age* about this department and they'd like to see an article on it. Mind if I ask a few questions between customers?"

"*Hardware Age*, eh? Say, we get that here. Darned good magazine. Full of practical ideas which've proved successful. Sure, shoot. Give you my best but the big questions you'll have to have Mr. Holser answer."

So I started firing: What originated the idea of the gift department stocked with novelties? What was the outlet? Local residents, ranch people or tourists? Who did the buying for the department? Were orders given to salesmen passing through? Or placed from jobber's catalogues? Or did the proprietor go out on special buying trips?

The replies came with machine-gun rapidity: "Women are the heaviest buyers. They want ornamentals for living room, window shelves, fireplaces and mantles; gayly colored bowls for flowers along the porch railings or in the patio; colored glass for effect within the den, the living room, the dining room. City women go for the purely ornamentals; the ranch women go for the practical novelties they can work into every day living on the ranch."

"How about tourists rolling up Highway 101?" I asked.

The clerk pointed to the big display window. "We cater to them, you bet. We get them, too. They come in, stop over for the night at hotel or court. They stroll the streets in the evening. They see something they'd like for a souvenir and when we open in the morning, they come in and pick out whatever caught their eye."

I started to ask another question but the clerk smiled and said: "Here, Mrs. Jewett's the one for you to chat with. After all, it's her department."

So I met Mrs. Jewett and another surprise developed. At the rear of the gift and novelty side of the store, I spotted children's books, nursery toys, kitchen linens, gift cards for all occasions, silver-ware and several other grades of merchandise seldom encountered in the hardware store.

"And in addition to a hardware store, you also

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"IN TWENTY-FIVE WORDS OR LESS"

. . . By MARY MACK

CONTESTING today is a major indoor sport. There are, I suppose, still a few people who consider you "lucky" when you win—and who have no idea of the work, thought and research involved. However, none of it is tedious work, or research that is dull or uninteresting. Contesting is *fun*, and win or lose, you gain something from every contest you enter.

If you are a beginner, you may believe what the cheerful announcer tells you over the radio, or what the advertisement says in the paper or magazine. "It's so easy, a *child* can do it!" It isn't! If you send in the first thought that enters your mind, remember that a few hundred thousand other folks probably had the same thought. Also, if your twenty-five word statement contains a few "ifs," "ands" or "buts" you are wasting important, meaningful words. Winning entries are not, except in very rare cases, spur-of-the-moment stuff.

There have been a great many articles written about contesting, many of which contain much erroneous information. They have called people who enter contests as a hobby, "professionals," but these people are misinformed. They view contesting from the outside. I am an "insider" and you can believe me that not even the most brilliant contesteer, with all the "know how" at his finger tips can turn "professional" and earn his living at contesting, but he *can* win valuable prizes and cash that make living easier and pleasanter. A few fortunate people, after many years of trying, do win a top prize that may make their future secure, but the average contesteer wins consistently prizes from five to one hundred dollars, sometimes a refrigerator, a washing machine, a diamond ring, and even an automobile. The contesteer who enters contests often is no more a professional than the person who plays golf each week-end.

I have met people who have sent one entry to a contest, giving it perhaps five or ten minutes thought, then sat down to wait for the postman to bring them the first prize. When nothing arrives they unfairly accuse the contest of being a "fake." When a firm offers thousands of dollars in prizes, it is reasonable to suppose it wants something a little unusual—not a statement tens of thousands of people will submit. They want a statement where every word says something important—something to show the product is necessary to you in daily life, and worded so it isn't duplicated. To win it must be original.

When you enter a contest, the first and most essential thing is to buy the product about which you must write; use it, and learn its good and bad points. Ignore the bad ones, but stress the good points—and don't copy the sponsor's advertising to do it. If the subject happens to be something you don't need to buy, such as luggage, electrical appliances, etc., go to your dealer, examine the article, so you can write about it intelligently.

As a rule, the lead clause will give you an idea of what the sponsor is looking for, and if you follow through with a clear, concise, sincere statement which does not exaggerate, you have a good chance of finding your name on the winning list.

For instance, if a sponsor having a soap contest asks you to follow through on this opening statement "I like Blank soap for *washing dishes* because . . ." it would be folly to tell him what a help the soap is to you in getting your clothes whiter. It is wise to jot down your thoughts in words and descriptive phrases on a sheet of paper before you attempt to write your statement. Then go over them, and pick out the best and combine them. After you have your entry written, put it away a day or two, and look at it again. You will be surprised how many times it is easy to improve your original effort.

Some time ago, a firm selling frozen foods had a contest about their peaches. I had never used them, so I bought a package, and they were so truly delicious, we had them often during the contest, and still continue to buy them. That, of course, is the original reason the sponsor had the contest—to make permanent customers. I sent in at least a half dozen entries, because I found I could say so many nice things about this fruit. First, as I told you, I listed all the advantages I could think of. For instance, they were all prepared for me; I didn't have to carry home a heavy bag of peaches, some of which may have been spotted and would have to be thrown away; hence they saved work and waste; they were all peeled and sliced; more work saved; they were already sugared; so I saved money. They had such a superb flavor, you would think they had just been picked—I could use them "as is" or in any number of ways in recipes.

From all these facts, you can see that you could easily write more than one good entry, and where there are no restrictions as to the number of entries you may submit, the sponsor welcomes multiple entries, because each entry must be accompanied by a qualifier, which means more sales of the product. From all these advantages, I came up with these two winning entries:

"I like Blank frozen peaches because, prepared for use without work or waste, juicy, luscious, nutritious slices bring partified desserts to our table often; a luxury even shoestring budgets can afford."

"I like Blank frozen peaches because no peeling, slicing or sugaring saves precious time and work; with sealed-in sunripe flavor, they are luscious and healthful, plain or as recipe ingredients."

Quite regularly in magazines and newspapers, you will see Proctor and Gamble or Lever Brothers or Palmolive-Colgate contests offering breath-taking prizes. Anyone who has ever used these products knows they are good, and following the same system you can tell in your own individual way, in plain simple language, just how each particular product is of benefit to you. Don't try to be too clever, or use long involved words to show you have had a superior education; your entry is more sincere if you use single syllable words that are forceful and explicit. If you write about your own particular problem, and how the product helped solve it, you probably will win. The following entry won \$25 worth of sheets and pillow

(Continued on Page 22)

STRIKE FROM WHERE YOUR HAND IS!

1. Home-State Markets Offer Outlets By Virginia C. Simmons

A feature article in a Sunday paper read by chance revealed to me the hitherto unknown existence of many publications located right in my own home city—Cincinnati. The very next morning I put on my best hat, and went interviewing. First I saw the editors of religious weeklies published by the Methodist Book Concern and the Standard Publishing Co. Briefly I stated my record as a writer and asked what was needed. By noon I had orders for three children's stories of 1000 words each, two three-hundred-word biographies, ten two-hundred-word fillers, and three poems.

Agreeably encouraged, I next tackled the editor of the local paper's Sunday feature page. In spite of his opening remark that he bought no free-lance writing, I sold him a piece about the public school music department attacked from a fresh slant. I closed the day's work with a call at the *Automobile Digest* Publishing Co. which publishes several trade journals and came away with a specific order for a "Then and Now" article for its *Farm Quarterly* on a specific local farm contrasting farming methods of father and son to be illustrated with photos of equipment, remodeling, etc.

I have not yet exhausted the possible markets of my home city. Invariably my interviews with editors are both pleasant and profitable. The writing isn't "art," and the pay is very modest, but I've decided modest pay is better than no pay. And the experience of selling helps to tide over the interval while my agent faraway is striving to put over the sale of my "literature."

2. Even A Little Country Home Has Story Possibilities By Hilda Clark Fairchild

Four years ago I was made a shut-in in my mother's little country home. She was ill abed for weeks, then a shut-in in her room. For almost forty months I could not leave except for a few hours to do needed shopping.

A long time before I had desired to be a writer. And I was writing a little in between family and household duties, Woman's Club work, a little social service, and some other things. I even took several correspondence courses to help me along, but I was afraid to send out my brain children after they brought back a few rejection slips.

My writing teacher kept telling me, "Send out your best work." But I put it in a big box until the lid was suddenly blown off.

I needed more money to do more for mother and her home. I had no way to earn any while taking care of her, her house, her yard, and her garden. I was kept busy from morning until night.

But my writing urge would not be quieted. I got up in wee morning hours to scribble so I would not wholly neglect the gift within me.

Sometimes it was another poem. Other times an article, a child's story, or my little inspirational daily column that I edited for our local newspaper. One day my little five-year-old nephew rode in our lane on his new, little black Shetland pony. "Ginger" he called her.

Ginger was such a dear that she and her little

master started a story that led on and on into a series of fifteen juveniles.

They immediately sold to one editor of a religious publication. Later thirteen of them were resold to another publishing house and one of them was resold to three other publishing houses.

And recently I listened to those same little stories over our radio. For two weeks they came floating in our little house as joyful as puppy dogs with waggly tails.

Also over the same station I've listened to at least twenty of my poems during this last year. Those poems were inspired by the simple little things around me. My pretty yellow cat purring on his cushion revealed to me the truth of Keats' poem, "The Poetry of Earth Is Never Dead." I had listened to North Wind's martial song, the owl's "Who-o-oo," the teakettle singing on our big old kitchen range, but it was the quiet purr of my kitty, Felix, that started my inspirational urge to flow. That poem was captioned, "To Keats on a Winter Night." It has been published twice.

In February of this year, the same editor who took my first series of stories has begun to publish another series of fifteen more that will extend over another year.

Of course, I expect to have another series ready when these are published.

My experiences opened my eyes to the fact that beginning writers do not need to go to greener pastures. A few nibbles will prove there is luscious story material right where they are.

PRIZE CONTESTS

The Poetry Society of Colorado announces the 10th Annual Nation-wide Contest for unpublished poems on the American scene. The contest is open to poets of all races, but poems must be original and written in English. Poems may be in any form, but must not exceed 24 lines. Only one poem may be submitted by a contestant. Place the title and first line of the poem on the outside of a sealed envelope containing the author's name, and mail with entry. Entries must be postmarked not later than April 1, 1950. First prize, \$25; second prize, \$10; third prize, \$5. Poems awarded one of the first three prizes will be published in the Summer 1950 issue of *The Winged Word*. Honorable mentionaries will receive gift subscriptions, or books. Judges will be of national repute. Send poems to Helen Steckel Foster, chairman, The American Scene Contest, 4640 Beach Court, Denver 11, Colo.

The Seamen's Church Institute of New York, 25 S. St., New York 4, has announced a Marine Poetry Contest, which will close April 1, 1950. First prize is \$100, 2nd, \$50, and third prize, \$25. Poems must be in English, no more than 32 lines, and must be of the sea, ships, or merchant seamen. Free, blank, or rhymed verse is acceptable. Judges will be Gustav Davidson, Louise Townsend Nicholl, A. M. Sullivan, Dorothy Quick, and Marjorie Dent Candee. Send typed copies in triplicate, and retain a copy, as no poems will be returned. Contestants should include name, address, sea rating, and state that poems submitted are original, and have never before been published.

||| FIVE PLOTS ON MY DOORSTEP

... By GRACE WELSH LUTGEN

WE hear many times that at least one story plot can be found in the life of every person, but I found five plots in one day and right at my door. These "germs" can be found only by a diligent search, not through mere observation. Like the inquisitive hand on the radio dial, many unexpected surprises will be found by the inquisitive mind, and many hidden plot-germs uncovered.

Let me give, as example, the day I found the hidden plots that occasioned this article.

I was asked to preside at a meeting honoring members of a church society, who had served forty or more years in the service of the organization formally called the Ladies' Aid.

In order to get a perspective of the progress made and projects accomplished during these years, I studied the history from old files and early newspapers.

Imagine my surprise to find among the honor-guest list one great-grandmother of 93, whose husband was the first treasurer of the organized County. She belonged to a Bible Class in the pioneer settlement and, when the early town-site had to move seven miles across the prairies in order to be on the new railroad crossing the county, she rode along in their little house moved on wheels. She helped to organize the society. There was Plot Number One—and a good feature story was the result.

From this clear-minded pioneer I learned that another member, now bed-ridden, was the first president of the new society. When I called to hear her story, aided by yellowed news clippings guarded in the old family Bible, Plot Number Two was uncovered. The little church group decided, as did all early pioneers, that a house of worship was one of their first needs. With little money for such an undertaking, members undertook to do the building themselves. Although the young pastor was a cripple, he was a fine organizer and planner. When doctor, lawyer, merchant, and banker were unable to nail and saw, they took over the task of doing chores for the farmer members good at construction work. This furnished an accepted Community Service article.

Story Number Three, also found in the yellowed clippings, might have served as the inspiration for the popular song, "The Surrey with the Fringe on Top." Among the early members was an Eastern woman who came West with her pioneering-farmer husband. But lumber wagon, muddy roads, crude manners and rough clothes made her life very unhappy. Instead of running away from it all, she started saving egg, butter, and lard money to buy a "fringe-topped" carriage for herself and daughters to ride in to town to trade and worship.

This lady was the best-dressed, the best-mannered, and the pattern, or ideal, for every mother to use in rearing her own daughters. At last the little savings had mounted to \$100 and a catalogue of carriages was ordered. Then word went out that work on the church must stop as there was no more money to purchase materials.

Quoting from the paper, "It was this sacrificial offering, the donation of the carriage money, that started such a rush of contributions that now the edifice will be completed in due time for the marriage of the fair daughter of the benefactress."

There were many other facts about the life of this early church such as basket suppers, food sales where cakes brought 25 cents, pies sold for two for 25 cents, "great bowls of yellow butter sold for as much as 40 cents, including both butter and bowl", etc., etc. Good ideas to turn one's fancy to work with.

Plot Number Four came out when one of the foreign-born honor guests announced, when her small gift was accepted, that it would also be an anniversary gift as she and her husband were married 50 years ago that day. Upon questioning, she related briefly how she came over to America when she was eighteen years of age, married her Fritz, who had been in this country ten years. They were married in Cincinnati, Ohio, and then came West with a pioneer group to make their home in Nebraska.

As soon as possible I had this lady telling me how she had last seen her Fritz when he was nineteen and leaving for the new land, and she was a girl of only nine. After he was gone, she wrote the letters for his Mother until her death two years later. Then they started writing for themselves, and after ten years he asked her to come to his new land and become his wife.

On my way home I took a short cut through an alley. Thinking over my new-found plot-germs, I was almost upon a friend of mine before I saw her out by the incinerator in their back lawn. She was standing with her back to me, seemingly examining a bit of paper she held in her hand.

Startled, when I spoke her name, she turned quickly, and I saw her face wet with tears, and such a stricken look on her white face that I wanted to turn away or hide. But she tried to regain her composure as she tossed the scrap toward the flame. The wind caught it up, and dropped it at my feet, giving me an excuse to pick it up and so give her time to wipe away her tears. I tossed it lightly into the fire but not before I caught the address stamped in the circle on the corner of the envelope scrap. "Wilkins, Kansas," and the present date.

Telling my friend how glad I was to see her out again after her severe illness, and giving no hint of my discovery of her heart-break, I hurried on my way.

Yes, I had added another plot to my list—a plot any of you are welcome to use. I will not care to utilize it.

There had been much gossip about this husband and a grass-widow bookkeeper in his bank. Then one day she gave up her job and went to live with an aunt in Wilkins. Gradually talk subsided and my friend had again returned to society her old, smiling, happy self.

A severe illness had made her recovery doubtful for a time but today she was able to be out in the lovely yard, only to find this "scrap of paper" which the husband had thought safely burned!

Do you see what I mean when I say that once we start looking, we can find story or feature plots rights on our door step? At least I found these five in one day. Already three have proved profitable and the Fritz and Minnie story is begging to be written.

As I said before, any of you are welcome to the "scrap of paper" plot.

THERE'S HORSE SENSE TO NONSENSE

By ARTHUR H. JOEL

TWO hardened moonshiners, in a devil-may-care mood, recently started out on their first train trip. And having never before tasted soda pop, they bought a bottle from the train boy.

One of them, wiping the bottle with his large smudgy hand, took a long swig—just as the train whizzed into a dark tunnel.

"How'd ya like the stuff, Jed?" called out his partner expectantly.

"Don't tech it, Lem, don't tech it!" Jed shouted sharply. "It's struck me stone blind already."

And fresh from Germany is the account of a small group of American soldiers who, while on leave, engaged in what they thought was a mild bout of drinking.

But shortly afterward they began suffering great agony. It turned out that the beverages had been heavily spiked with wood alcohol.

You laughed at the first incident. At least you were amused by it.

But you didn't laugh at the second. Or did you? If so, you'd better check up on your thalamus. That's the part of your brain from which your laughs get their kick-off. And when it doesn't function properly, a person is apt to have fits of mirth at funerals and be as sober as a corpse when everyone else is doubled up in belly busters. A balanced sense of humor is as much a matter of knowing when *not* to laugh as it is to know when to do so.

But whatever your reaction to the trap set for you in the opening paragraphs, it is a fact that wits and wags, scientists and philosophers have been intrigued by the whys and wherefores of humor and laughter ever since people began trading caves for cabins and taking out fire insurance policies. And though there is still some tearing of hair as to certain elusive angles, the vivisection of giggles has progressed to the point where they've taken most of the mystery out of them.

For example, the graybeards who take humor seriously, know now just about why some things tickle your funny fin—if you have one—while others leave you as cold as a southern colonel stranded on a far northern iceberg.

And when you have thrown all the high-brow explanations into a pot and melted them down into one concentrated flux, this is about what it amounts to: Humor pops up whenever there is something pleasantly and surprisingly *out of line* with a normal state of affairs. The particular situations which give rise to your titters or guffaws almost always closely resemble something dead serious and wholly sensible—but not quite—and when you suddenly realize that you have had the intelligence to detect the difference, you're so tickled with yourself that you go into a sort of mild hysteria charged with a feeling of self-superiority. And that very pleasant emotional breakdown is what we call laughter.

As an illustration, take that opening story about the moonshiners. In the first place, it wasn't normal for two backwoods distillers like that to ask for soda pop. And when the sudden darkness from the tunnel made Jed think that the stuff was so muley that it struck him blind—well, you were

so pleased at your ability to detect the incongruity that you immediately took on all the luscious symptoms of laugh hysteria. At least you were supposed to.

On the other hand, if you hadn't been able to see through it, and your friends were hitting a thousand on the laugh meter, you would likely have gotten an inferiority complex and tried to cover up with a laugh as hollow as the croak of a vitamin-deficient bullfrog.

Or take that old story about the doctor who received a frantic call from a patient whose son had swallowed a fountain pen. "Please come at once," pleaded the father. (Serious business, so far. Could be tragic. But see what happens.)

"All right," answered the doctor calmly. "But what are you doing about it in the meantime?"

"Using a pencil," replied the father.

Deviation from the norm. Surprise. A pleasant feeling of self-congratulation when you discovered what was askew. In fact, all the basic conditions for humor of the common garden variety. And once you get those principles rooted and sprouted in your cerebrum, you can create jokes and other types of funny business as well as anyone else, including the humor hounds of the radio.

For most of them put it out in assembly line quantities largely by switching humorous creations already concocted—jokes, yarns, cartoons and their many cousins and grand nephews. By doing it that way, laughs can be generated wholesale.

A simple illustration of switching can be demonstrated by manipulating the joke about the boy swallowing the fountain pen. By substituting something for the pen, you can get a new one out of it. I mean a new joke. Like this: "John, John," his wife phoned him excitedly, "the baby has swallowed the matches. What shall I do?"

"Use the cigarette lighter, Honey," replied John, hanging up to resume his appraisal of the new honey at the office.

Little wonder that they describe humorists as persons who originate old jokes. And less wonder at the claim that if Adam were to return to earth, the only thing he'd recognize would be jokes.

Nevertheless, it's largely through just such face lifting that America's insatiable appetite for humor is kept reasonably well satisfied.

There are many tricks of the trade for bringing about the twists from the usual which give rise to the various types of humor. One long in favor in America is that of gross exaggeration. "It was so cold up there that when we talked our words came out of our mouths in the form of icicles, and we had to thaw them out before we could tell what we were saying."

Another is that of sharp contrast. An elephant can have fleas, but a flea can't have elephants.

Many other tricks for getting the deviation are used, including rank understatement, ridiculous distortion, absurdity, satire and burlesque.

The Edisons and Einsteins of humor have also sorted it out into very handy categories. It's the way of the scientist, whether he deals with matters animal, vegetable or mineral. He must group his stuff into grades and classes, like dried prunes

fresh from the packing house.

One of the oldest and most common of these categories is the pun, considered by some to be so low in the scale that it's unfit for human consumption. It's the play on words, and by means of it we do such utterly dizzy things as make potatoes' eyes water, attend codfish balls and ask the waitress if the joint serves crabs, only to be told sweetly, "Yes, we serve everybody."

Another popular brand is sheer nonsense. Like a bubble bath, though there's no particular point to it, it's fun. A good example is the goofy invention, such as the new type of window screen, with two sizes of holes, one to keep out hornets and the other to keep out gnats; and multi-toned sleeping tablets so you can do your dreaming in technicolor.

Some humor is purely accidental. We've all seen examples of it some time or other; bulls, boners and laugh-provoking blunders, through slips of the tongue or downright ignorance. "Will you please look pleasant, Madam?" asked the photographer, "and in a few moments you may resume your natural expression."

Another popular type is the comic definition. It has been gaining steadily in public favor. So much so that you can now purchase comic dictionaries, prepared in much the same format as the serious editions.

In the one on my desk a baby is defined as an alimentary canal with a loud voice at one end and no responsibility at the other. In the same book an adult is said to be a person who has stopped growing at both ends and started growing in the middle, while a collision is what happens when two motorists go after the same pedestrian.

Who hasn't found fun in limericks—said to be the only literary form given over entirely to humor.

Said a monk, as he swung by his tail,

To the little monks, male and female,

From your offspring, my dears,

In a few million years,

May evolve a professor of Yale.

What would we ever do without the common joke? They are legion. Some of the larger collections of the professional gagsters contain millions and are worth many thousands of dollars. Especially in keeping with the modern tempo are the condensed versions.

"I suppose you think I'm a perfect idiot."

"Oh, no, none of us is perfect."

"How do you like children, sir?"

"Boiled."

"Fishing, stranger?"

"No, just drowning worms."

Near the top of the whole list of the more common types of humor is the insult in evening clothes—repartee. It's as fast as a duel and sometimes as deadly. As a matter of fact, it is a duel. A test of skill with caustic words wrapped in cellophane. Unless one is blessed with nimble wits, it's a good type of humor to keep away from.

Mr. Jones probably came to that conclusion when he requested his maid to take a message to his neighbor, Mr. Barker. "Mr. Jones sends his compliments, sir, and will you please kill your dog, as it keeps him awake nights."

"Thank you for delivering the message, dear lady, and will you have the goodness to convey my sincere respects to Mr. Jones and ask him if he'd mind poisoning his daughter and burning her piano?"

The humor researchers have also discovered its great therapeutic value. There's nothing like it, they say, to make you feel better and to cut down your bills for nostrums.

Specialists in nervous troubles have long recognized its value in reducing worry, soothing the nervous system and relieving tension. The truth is that if we were unable to laugh, there would be times when we would go mad. Probably few have realized this more than Lincoln during the strain of the Civil War. He repeatedly shocked officials by injecting bits of humor into situations whose outcome involved the very life of the nation.

And those practitioners who are interested in our internal mechanics are equally partial to humor for its value in stimulating the vital organs, particularly the lungs, the heart and the liver. When, during a fit of laughter, the diaphragm goes up and down like a blacksmith's bellows, there is a decided increase in the intake of air.

Fortunately, if our humor streak is not what it should be, we can strengthen it, just as we can develop skill in roller skating or a taste for avocados. It's largely a matter of mood and habit. With the right state of mind, there's a barrel of laughs around every corner. And the surest way to make something a habit is to put it into everyday practice.

Yes, the wag who said there is real horse sense to nonsense certainly wasn't referring to the I.Q. of a jackass. What he really had in mind was not so much that he who laughs last may be dumb as it was that he who laughs, lasts.

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Radio-Video Markets

By ELIZABETH HAZELTON

TELEVISION is beginning to pay money to writers! Evidently somebody must have been reading that line about "the play's the thing," because, believe it or not, a respectable number of network tele-shows now actually pencil in a decent portion of their budget for scripts. The TV writer has graduated from that dollar-a-minute routine — \$25.00 to \$30.00 for a half-hour drama — to checks that range upward from \$200.00 to \$500.00 and occasionally even more, for a half-hour play in perfect video form, ready for telecast.

Every writer with even half an eye open to see what goes on in the world realizes that if he hasn't already set his sights on television, he'd better do so in 1950 — or else.

Nobody likes to be quoted as an "expert" in TV — the medium is still too new, and too many top video people have blithely stated their convictions, only to find themselves placed out on that limb with incredible speed.

For ten years in radio and four in television — ABC and CBS, New York — Mr. Goggin has been actor, writer, director and producer, successively, and in addition to fulfilling his current assignments at KECA, he finds time to give a course entitled "Introduction to Television" at U.C.L.A., where he is a regular member of the faculty, Theatre Arts Department. Director of the recent high-budget, hour-long variety program, "Let There Be Stars," Mr. Goggin is now preparing a new half-hour dramatic program, as yet untitled, which will feature a Hollywood star. So when I talked to him at the impressive ABC Television Center, he offered the following pertinent pointers:

"Television playwriting demands excellent characterization, good situation value, and a strong plot. Writers won't be able to get away with thin stories — situations worth no more than ten minutes, stretched out to half an hour. Weak scripts just won't hold the interest of the television audience. There are too many distractions in a partially lighted room.

"If the script is weak, attention will be divided, or lost entirely. Only with a play rich in character and plot values, can the writer hope to hold his audience."

Mr. Goggin is further convinced that radio's continual rehashing of old stuff won't get by in television, where the audience is confronted with the visual as well as aural aspects of the program. Consequently, he believes there will be a far greater turn-over in video programs — and writers — than there has been in radio.

The writer trained to meet the special demands of radio must learn, first of all, to think in visual terms. Mr. Goggin visualizes everything as he

writes — the appearance of his characters, including their clothes, and complete details of the settings in which they move. Stage business — the physical action of the characters — should be worked out carefully by the author, and included in the script.

Mr. Goggin further believes that the writer should offer some variety in settings.

As for the best way to break into television writing, Mr. Goggin advised the freelance markets. "Stations are constantly flooded with series ideas, only about one half of one per cent of which are usable. Consequently, they prefer to get series material from established agencies, where the stuff has already been screened. So the writer's best approach is to establish himself in TV by sales to some of the network programs open to the freelancer."

Vital facts on the following top "open" markets have already been given in this column in preceding issues of the *A. & J.*: "Chevrolet Television Theatre," "Suspense," "The Clock," "Lights Out," (all 30-minute programs) and "Studio One," (full hour.)

A new television market is:

HOLLYWOOD SCREEN TEST, (check your local papers for time and station). This program wants short sketches of 6 to 8 minutes. Each must contain a *complete situation*. Script should be written for two characters only; may feature a young romantic team, a character team, two men, or two women. Comedy or drama is preferred; farce has proven difficult to handle in so short a period. Pay is \$75.00 per script for one-time use on television, plus 30-day kinescope rights. Address scripts to Lester Lewis, Personal Representative, 1 Christopher St., New York 14. Sec'y. is Marie L. Stroud. Prompt report on scripts is promised.

A radio market for non-commercial type scripts of high quality is:

RADIO CITY PLAYHOUSE, NBS, Sunday evenings at 8:00 (PST). Harry W. Junkin, producer, wants unusual scripts of genuine literary merit. Both originals and adaptations are purchased. Listen to the program to gain a knowledge of the type

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ADVISING THE BEGINNER

By ALAN SWALLOW

(News Correspondent; Story Versus Anecdote; Selling the Novel)



Alan Swallow

MANY of the questions you readers have sent in have begun to cluster about certain common problems. Therefore, some will be taken out of order in which they were received, so that the column of a single month may be devoted to certain problems of the writer of non-fiction, of fiction writing, of author-agent relationships, etc. These will appear in the following months. Meantime, for this month I turn to early and more miscellaneous problems.

1. *I should like to try for a correspondent's berth with a wire service (AP, UP, INS), reporting news from my home town which may be of regional or national interest. How do I go about getting such an assignment?*

Each of the large news services maintains a news "bureau" in the important population centers of each region of the country. News from other localities is fed to these bureaus, where the news is then edited and routed out over the wire system to appropriate bureaus elsewhere in the chain and thence to individual papers. In the case of Associated Press, those newspapers in each locality which have an AP charter are committed to provide the local news to the regional bureaus. Therefore, if your city has a newspaper with an AP charter, there is little possibility of becoming a local correspondent for that wire service. Other wire services frequently, I understand, have similar agreements with newspapers which they serve, but not so universally as with AP.

Important medium-to-large cities are likely to be covered by existing arrangements of the wire services. However, because of turn-over among correspondents or because a news service may not have established a correspondent relationship in a particular city, a beginning writer may occasionally secure such a writing assignment.

To go after an assignment, the writer should write to the director or chief of the nearest news bureau of the particular news service. Location of the bureau can usually be guessed, if it is not already known, since it will be in the principal news and population center of the region. In his letter, the writer should indicate his past experience, particularly newspaper experience, and also his desire to work diligently to furnish all pertinent news in competent news stories. If the chief is in need of a correspondent in that locality and feels that the writer could do the work, he is likely to give the writer a chance. Payment, of course, is normally upon a space-rate basis rather than upon the basis of a retainer fee or salary.

2. *I write what I think has the elements of a story: characterization, conflict, suspense, climax; and it comes back with the note that it is only an anecdote. Where does the anecdote stop and the unplotted story start?*

This is a difficult problem, twice difficult to manage exactly in our ordinary terms and without

discussion of particular examples. A third difficulty is that our commercial magazines have been managing a transition whereby, with many of them, the "unplotted story" has become more acceptable than formerly. Thus, what to one editor is an anecdote may to another editor seem a justified "unplotted story." I hope, then, that the following discussion of three terms will be helpful and suggestive on this problem.

a. The word *plot* is frequently used in two senses. In one sense, its most common use—it refers to the sequence of action in the story which used to be almost universal in the popular commercial magazines. It refers to the kind of "plot" which demanded that the story have a problem, then complication of the problem, and finally resolution of the problem. That occasional stories in these magazines today do not have this "plot" does not mean, however, that those stories are completely lacking in another sense of the word *plot*, even though we call them "unplotted" or "experimental" stories. These stories will ordinarily have a situation, change of the situation, drama and conflict resulting from such change, and a sequence of scenes which may not lead so much to resolution or defeat of a problem as it leads to understanding or psychological insight. Thus we have a second use of the word *plot*. Probably we should not call any piece of writing a story which does not have "plot" in one sense or other of the word. The anecdote will lack this developed drama and conflict and change and resultant insight or understanding.

b. "Narrative" is the method basic to the writer of fiction. Narrative implies movement through time, from one hour to another hour, perhaps from one year to many later years. And movement through time inevitably means change: time and change are practically synonymous. Therefore, if a piece of writing has narrative it will also indicate movement through time and change. The situation at the end of the story will be different from the situation at the beginning of the story. Perhaps it is nothing more than the simple "plot" in which a character is ignorant, does not understand himself, his situation, or another person, at the opening, but as the story progresses to its end, achieves understanding necessary to the situation. The character has undergone change, and the story has narrative. And of course there are many more "plots" always involving narrative.

A simple test for a story, then, is to ask if it has narrative: Does it move in a sequence through time? Does it incorporate the change which is brought on by time? If the answer is yes, then the piece of writing is certainly a story. If the answer is no, the piece of writing is something else—it is a sketch or an anecdote, in other words, a piece of writing which explores a static situation without development through narrative, time, and change. Narrative achieves story, in either sense of the word *plot*; lack of narrative leaves us with a sketch or anecdote.

c. "Point" is a term often used by writers and editors. I believe that it is not a very precise

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HARVESTING TRADE JOURNAL GOLD

(Continued from Page 6)

operate a purely women's section, it seems," I said.

"That's it exactly. Few women used to enter the store save to run errands for their husbands. But with all the feminine merchandise set aside in one department, we have women customers in and out every hour of the day. That's traffic; and it's also business!"

"I understand you do all the buying for the department," I said. "Mind telling me the methods followed in your buying?"

"Mostly, merchandise is bought at the novelty exhibits held for merchants every few months. If I spot something I figure will sell for three months, I buy accordingly. Some items wear out or run their course quickly; other items enjoy good steady sale for months or even years. For instance: Costume jewelry was red-hot for a few months. You can't even give it away today. Fortunately, we weren't caught with much in stock when it went out the window. I find it's better to order smaller quantities and keep reordering as turnover warrants it than to stock up heavily and run the risk of getting caught with a huge inventory if the fad wears out."

"Then your buying is never questioned by the proprietor? You have sole buying power and authority? Am I right in that?"

"I'm here to show Mr. Holser a profit. Fortunately, I haven't come up with a loss during the 14 years I've been here."

A few questions netted the tricks used by Mrs. Jewett in running out 'dead' merchandise. She showed me the Bargain Table. "We dispose of left-overs simply by marking them down and throwing them to the bargain hunters. In a few days the left-overs disappear. The trick is not to get caught with any great amount of left-overs. That's the advantage of buying cautiously and in re-ordering as demand requires it."

By then I felt I had sufficient material to handle the article save for a few last minute questions to be asked of the proprietor so I fired one of the key-note questions at Mrs. Jewett.

"Mrs. Jewett, as you know this article will be read only by hardware merchants throughout the land. *Hardware Age* is not for the general public; it's just for dealers. It's a means of exchanging ideas so one merchant might profit from the fortune or success of another. I have no doubt many merchants would be interested in a side-line such as this. About how much would he have to invest to make a good starting showing?"

"Well, we started with hardly a third of what we have on display right now. As I recall it, my first buying spree represented an expenditure of around \$7,500."

"And the margin of profit on this type of merchandise?" I asked, hoping the question might be answered before full realization of what it meant could be grasped.

Mrs. Jewett almost fell for it. But not quite. "Really, I haven't the authority to answer that, I'm afraid. If you'll speak to Mr. Holser--"

So that's the dead-end street you reach so far as clerks are concerned. But you can't blame them. After all, the proprietor's the one to answer such questions.

Mrs. Jewett took me to the proprietor. I showed Mr. Holser the note from *Hardware Age*. That softened the moment immensely and things rattled swiftly to a close.

"Your clerks have been most helpful," I said. "They've been extremely considerate and courteous and I have about enough material for the article. One or two little things I feel you might like to discuss. First, mind letting me know for the benefit of other dealers how much of an inventory you carry in the novelty department?"

"Not at all. Not at all. That stock you see on display represents a \$15,000 inventory."

"And how many times a year does that stock turn over, Mr. Holser?"

"Two as a rule. In good flush times it'll turn over three times a year."

"In other words, your gross volume of sales in good times on novelties alone runs around \$45,000?" I asked.

"It won't miss it far. Give \$200 or take away \$200 and that'll about hit it right."

"And the margin of profit on this merchandise? How does it compare to that of on standard merchandise a hardware store stocks?"

"Far superior. Far superior indeed," came the immediate response. "And the beauty of it is this merchandise sells 12 months of the year while lots of straight hardware store merchandise is seasonal."

Now from that reply it isn't difficult to figure the margin of profit or the mark-up on the novelty goods. Generally, the average merchant marks his merchandise up from 25% to 40% above wholesale cost price. However, that difference doesn't represent net profit. That total merely represents gross revenue. From this gross revenue there must be deducted all overhead such as lights, water, fuel, losses or breakage, bad accounts, salaries, taxes—and general upkeep, repairs, transportation covering operation of trucks, bookkeeping, auditing, and all other expenses involved in the operation of the business.

The overhead deducted from the gross income leaves what's generally accepted as the net profit or the margin of net profit.

But these are incidentals and seldom do you find it necessary to go into detail. The merchant reading the trade journal is familiar with such bits of his business and knows almost to the split fraction of a cent what his competitor is retailing his merchandise for; he also knows exactly what that merchandise cost wholesale laid down at his store or warehouse.

But, if you can show a merchant how he can put a profitable sideline into his store and how he can develop that side-line into a customer-pulling feature, then trade journal editors will be deeply interested.

Written clearly and simply but with as vivid a presentation as possible, the finished article ran around 1800 words. Dispatched by airmail it fetched an acceptance with photo instructions within a 10-day period.

Now you see why it pays to cultivate the good will of the clerks. When I mentioned a nice display photograph, both the clerks were swift to respond. "Anything you see that'd look good in the window, point it out and show us how you would like it arranged," Mrs. Jewett said graciously.

The window was rearranged. That night the exterior was made of the display window; next day interior shots of displays were made. I paid the commercial photographer, asked for his cancelled bill and sent it in with the prints. *Hardware Age* remitted for the photo expense by return mail. As they pay on publication, remuneration

(Continued on Page 28)

THE AUTHOR & JOURNALIST'S HANDY MARKET LIST

OF BUSINESS AND TRADE PUBLICATIONS (Published Annually)

DECEMBER, 1949

Advertising Age, 100 E. Ohio St., Chicago 11. (W-10) Spot news only, with illustrations. 1½c, Pub.

Advance, 313 E. 21st St., New York 10. Articles on successful mail order operation, or anything of interest to new or established mail order business men, 700-800, stories or short shorts, same length, with mail order theme. Robert L. Fontaine. ½c, Acc. Cartoons by arrangement.

American Business, (Dartnell Pubs., Inc.) 4660 Ravenswood Ave., Chicago 40. (M-35) Factual, timely stories on modernizing methods in office and administration fields; personality stories on top management men, which have a news phase; fillers on office methods and short-cuts. No stories on retailers. Queries answered promptly. Eugene Whitmore. 2c-3c, Pub., Acc. if arranged in advance.

Bankers' Monthly, 536 S. Clark St., Chicago 5. (M-50) Short technical articles from bankers' standpoint; preferably signed by banker. John Y. Beatty. 1c, Pub.

Barron's, 40 New St., New York 4. (W-35) Authoritative business and financial articles 500-2000. George E. Shea, Jr. 5c min., Acc.

Burroughs Clearing House, 6071 2nd Blvd., Detroit 32. (M) Query editor on bank operating and management articles. Henry J. Boone. 3c, Acc.

Commerce, 1 N. LaSalle St., Chicago 2. M-25) Invites queries on feature business articles. Alan Sturdy. 3c up.

Credit & Financial Management, 1 Park Ave., New York 16. (M-25) Articles on general credit and financial problems of manufacturers and jobbers. R. G. Tobin. 1c, Pub.

Forbes Magazine, 120 5th Ave., New York 11. (2-M-25) New developments in business and finance—management, selling, merchandising, accounting, etc., 1000-1500. Mostly staff-written. Occasionally buys from outside writers. B. C. Forbes. Good rates, Pub.

Good Business, Lee's Summit, Mo. (M-15) Articles showing that the teachings of Jesus Christ are the basis for successful modern business, to 1600; fillers, to 400. First person material especially welcome. Clinton E. Bernard. 1c, Acc.

Mail Order Journal, Mt. Kisco, N. Y. (M-25) Case sales promotions and appropriate sales angles, 600. J. C. Gerstner. Payment depends on author and article.

Nation's Business, 1615 H St., N.W., Washington 6, D. C. (No single copies sold.) Business articles 2500. Lawrence F. Hurley, Ed.; Paul McCrea, Mng. Ed. Query. Good rates, Acc.

Opportunity, 28 E. Jackson Blvd., Chicago 4. (M-10) Uses articles discussing sales techniques, especially pertaining to direct or independent selling; also stories dealing with opportunities in small, independent business, and sensibly inspirational sketches of successful men and salesmen. Thaddeus Hoinko, Mng. Ed., Ind., Pub.

Printers' Ink, 205 E. 42nd St., New York 17. (W-20) Advertising, management, and sales articles. E. A. Peterson, Ed. Good rates, Pub.

Purchasing, 205 E. 42nd St., New York 17. (M-35) Query on articles on industrial buying; methods, personalities; materials. Stuart F. Heinritz. 1½c up, Acc.

Sales Management, 386 4th Ave., New York 16. (2-M) Articles on marketing, national scope, signed by executive. Entirely staff-written. A. R. Hahn. 1c to 3c, Pub.

Savings Bank Journal, 100 Stevens Ave., Mt. Vernon, N. Y. (M-50) Savings, insurance, investment articles 1500-2000. Harold E. Group. 1c, Pub. (Seldom buys from free-lancers.)

Signs of the Times, P. O. Box 1171, Cincinnati. (M-30) Articles on technical aspects of display advertising; stories of outdoor, point-of-sale, and sign advertising campaigns, 1000 to 1500. ½c to 1c, Pub.

Specialty Salesman, 307 N. Michigan Ave., Chicago 1. (M-10) Inspirational articles built around direct selling; fact success articles of outdoor selling, 350 to 1500. H. W. Minchin. 1c, Acc.

Trained Men, 1001 Wyoming Ave., Scranton, Pa. (BI-M) Articles on industrial relations and training for apprentices, foremen, executives, 1000 to 2500; interviews 1000 to 2500; articles on sales, business, office management. F. B. Foster. Acc.

TRADE JOURNALS

Aero Digest, 515 Madison Ave., New York 22. (M-50) Technical articles on the aviation industry, aeronautical engineering, production, military aeronautics. Nathaniel P. Silsbee. Mng. Ed. ½c up, Pub.

Air Conditioning and Refrigeration News, 450 W. Fort, Detroit, Mich. (W-20) Informative articles on local merchandising of refrigerating machines, electrical appliances and air conditioning installations; news. George T. Taubeneck. 6c line, Pub.

Air Transportation Magazine, (Import Pubs., Inc.) 8 Bridge St., New York 4. (M-50) Articles on shipping by air, covering air shipping, handling of air cargoes, air terminal facilities, air shipping costs, etc. Special assignment only. Richard Malkin, Mng. Ed.

Airports, (Haire Pubs.) 1170 Broadway, New York 1. (M) Covers all phases of airport construction, development, management, etc. John Regan. 2c for submitted material, considerably higher for material secured on order.

American Baker, The, 118 S. 6th, Minneapolis 2. (M-25) Articles on baking innovations; examples of good merchandising; bakery management. Wilfred E. Lingren. 1c up, Acc.

American Boxmaker, (Howard Publishing Co.), 111 W. Washington St., Chicago 2. (M-35) Articles and news covering manufacturers of folding cartons, set-up boxes, corrugated and solid fibre shipping containers, and other types of paperboard containers. J. W. Knight, Ed.

American Butter Review, 173 Chamber St., New York 7. (M-50) Articles on milk plants; cartoons. Pub.

American Builder, 79 W. Monroe St., Chicago 3. (M) Well-illustrated articles detailing merchandising methods, display and advertising practices, and plans and photos of new and remodeled yards and stores of retail lumber and building material dealers; how-to-do-it articles on building maintenance, repairs and conversion, with step-by-step methods, materials used, drawings, photos. Edward G. Gavin. \$10 page.

American Carbonator & Bottler, Suite 200, 316 Peachtree St., N.E., Atlanta 3. (M-50) Illustrated articles on merchandising, advertising, production, selling, management, delivery fleets for soft drink industry, 750-1250; news items 50-100. ½c to 1c, photos 50c to \$3, Pub.

American Druggist, 572 Madison Ave., New York 22. (M-50) Pictorial features on druggists or drug stores or on subjects related to pharmacy; 500 word success stories on fountain, excellent prescription depts. Bernard Zerbe, Mng. Ed. 3c; photos, \$5, Pub. unless otherwise requested.

American Gas Journal, 205 E. 42nd St., New York 17. Articles on gas production, distribution, also industrial uses. Elliott Taylor. \$5 M, Pub.

American Hairdresser, 308 W. Jackson Blvd., Chicago 6. (M-60) Items of unusual interest to beauty shops; advertising; promotional schemes, etc. Hazel L. Kozlay. 1c, Acc.

American Horologist and Jeweler, 1549 Lawrence St., Denver 2. (M) Illustrated articles, to 1500 on jewelry displays, promotional ideas for watch repair departments, watch repair and jewelry merchandising; unusual watches or clocks, historical material. Cartoons bearing watchmaker or jeweler slant \$2. Orville R. Hagans. 1c up, Acc.

American Ink Maker, 254 W. 31st St., New York. (M-25) Articles, 3000; news of ink trade. John Vollmuth. 1½c, Pub.

American Laundry Digest, 21 W. Huron St., Chicago 10. (M-Free) Informative articles on power laundries, diaper services, linen supply laundries, industrial laundries. Hy H. Schwartz. 1½c, Acc.

American Paint & Oil Dealer, 3713 Washington Blvd., St. Louis 8. (M-20) Articles on merchandising paint and accessories through paint, hardware and building supply stores, with photos, to 1000; cartoons. Roland L. Meyer. 1c, Pub.

American Painter & Decorator, 3713 Washington Ave., St. Louis 8, Mo. (M-20) Articles on professional painting; business-getting ideas; photos, cartoons. Geo. Boardman Perry. 1c, Pub. Query.

American Paint Journal, 3713 Washington Ave., St. Louis 3. (W-10) Articles, news items, photos covering the paint and chemical trade. G. O. Stephenson. 1c, Pub.

American Paper Converter, 111 W. Washington St., Chicago 2. (M-35) Articles on new products, new processes, efficiency operations of envelope manufacturers and other paper converters, including manufacturers of paper containers, cartons, boxes. L. Q. Yowell, Ed. 1c up, Pub.

American Paper Merchant, 111 W. Washington St., Chicago 2. (M-35) News and features regarding paper merchants. Articles on merchandising preferred. L. Q. Yowell, Ed. 1c up, Pub.

American Printer, 9 E. 38th St., New York 16. (M-30) Articles, no word limit, on trade of printing. Russell C. Hopcraft. 1c, Pub.

Automotive Digest, 22 E. 12th St., Cincinnati 10. (M-25) Methods and management articles, writeups of ideas of interest to car dealers and independent service garage men, to improve service business, stimulate trade, reduce operating

costs. 500-1000, with photos. L. A. Ahlers. Rates according to merit. 2c, Acc.

Automotive Retailer, Morristown, N. J. (M) Features pertaining to auto supply stores, both chain and independent. John A. Warren. 1c, Pub.

Aviation Operations, 205 E. 42nd St., New York 17. (M-50) Articles strictly on maintenance and operations of airplanes and airports, to 2000; maintenance shortcuts and kinks; photos and drawing to illustrate a necessity. Richard E. Stockwell. Approx. 3c min., Acc.

Baker's Helper, 105 W. Adams, Chicago 3. (B-W-15) Business-building plans for bakers, merchandising method stories, personnel and maintenance articles to 2000; bakery news items, cartoons. Harold E. Snyder. 2c, Pub.

Bakers Weekly, 45 W. 45th St., New York 19. (W-10) News correspondents in principal cities. Bakery features, selling ideas, window displays. Peter G. Pirrie. Space rates, Pub.

Barrel & Box & Packages, 431 S. Dearborn St., Chicago. (M-25) Articles and news items dealing with manufacture and use of wooden containers, up to 2000. M. B. Pendleton. 25c inch, Pub.

Bedding, 222 N. Bank Dr., Chicago 54. Illustrated articles on manufacturing and marketing problems of manufacturers of mattress, springs, sofa beds, metal beds, cots, etc. 800-1500. 1½c, Acc., Photos \$3. Robert B. Logan.

Bedding Merchandiser, 222 N. Bank Dr., Chicago 54. (M) Feature articles based on authenticated experiences on the retailing, advertising, merchandising of bedding products (mattress, springs, metal beds, sofa beds, pillows, cots, etc.) 540-2000, well-illustrated. Alfred M. Salasin. 1½c, \$3-\$5 photos, Pub.

Beverage Times, 480 Lexington Ave., New York 17. (W-10) Liquor store and restaurant merchandising articles, 1000-1500. Up to 1½c, Pub.

Bookbinding & Book Production, 50 Union Square, New York 3. (M) News of book printing and production, and book, pamphlet and binding trade. Cartoon ideas. Query on features. Frank Myrick. 1½c, news; features, Pub.

Boot & Shoe Reporter, 100 E. 42nd St., New York 17. (Semi-M) "Success" stories from retail shoe stores; merchandising articles.

Bottling Industry, 107 W. 43d St., New York 18. (B-W-35) Specific information on activities of carbonated beverage and soft drink syrup producers. Jack Wax, Mng. Ed.

Brake Service, 31 N. Summit St., Akron, Ohio. (M-25) Technical articles on brakes and brake servicing; interviews with successful operators of brake stations. Ed. S. Babcox, Jr. 1½c.

Brick & Clay Record, 5 S. Wabash, Chicago 3. (M-50) News and features of brick and clay industry, architectural information and pictures on clay products use. Regular correspondents. J. J. Svec, Mng. Ed. 1c up, Pub.

Building Service Employee, 749 N. Second St., Milwaukee 3. (B-M) Articles about or of interest to janitors, window cleaners, elevator operators, doormen, watchmen employed in office, school, hotel and other buildings, 100 to 300 35-space lines. William H. Cooper. 7c, line; \$5, photos, Acc. (Write for additional information.)

Building Supply News, 5 S. Wabash, Chicago 3. (M-30, Jan. 1906) Articles on lumber and building material, building information and pictures, yard operation and management; yard handling equipment, concrete products manufacture; 100-200 word articles for "Yard Kinks." John W. Parrshall. 40c inch up, Pub.

Bus Transportation, 330 W. 42nd St., New York 18. (M-50) Practical bus operation articles 1500, 2 or 3 photos. E. F. Theisinger. 1c, Pub. News items, first 100 words 2½c, bal. each item ½c, Pub. (Query.)

Butchers Advocate & Dressed Poultry, 82 Beaver St., New York 5. (W-15) Illustrated articles dealing with retailers, wholesalers and packers of meat; occasionally a short-short, 700-1200, based on trade background and trade characters, cartoons. Roy M. Cohen. ½c, Pub.

Candy Industry, 107 W. 43d St., New York 18. (B-W-35) Specific information on activities of manufacturers and jobbers of candy. Correspondents in principal cities. Jack Wax, Mng. Ed. Acc.

Canning Trade, The, 20 S. Gay St., Baltimore 2, Md. (W-15) Articles on canning, news items, market information. A. I. Judge.

Ceramic Industry, 5 S. Wabash, Chicago 3. (M-50) News items, technical articles, pottery, glass, enamel plants, executives, sales campaigns, production activity. Victor C. Pechtul.

Chain Store Age, 185 Madison Ave., New York 16. (M-35) G. M. Lebar, Ed.; Frank E. Landau, Edit. Dir. Works with accredited correspondents only. Write for information about territorial assignments to Martin V. Merritt, Mng. Ed.

Cheese Reporter, The, 610 Monroe St., Sheboygan Falls, Wisc. (W-10) Covers trade news of cheese industry, largely staff written. Fred Beisser.

Church Management, 1900 Euclid Ave., Cleveland. (M except August) Illustrated articles on administration problems of church manager and pastor. Dr. Wm. Leach. ½c up, Pub.

Cleaning & Laundry World, (Cahir Pubs.) 1114 1st Ave., New York 21. (M-25) Merchandising and promotion methods in dry cleaning and laundry industry—new modern plants, wage incentive, and other system articles—improved operating methods. Concise, direct, factual. Photos where possible. Charlie MacDermut. 2c, photos, \$2.50, 30 days after Acc.

Coal Heat, 20 W. Jackson Blvd., Chicago 4. (M-25) Articles on fuel and heating. Pub.

Commercial Car Journal, Chestnut and 56th Sts., Philadelphia 39. (M-50) Feature articles concerning any phase of

truck and bus fleet operation, maintenance and management, 2000-3000; cartoons. Charles B. Rawson. \$50-\$75 per article, Pub. (but frequently in advance.)

Compressed Air Magazine, 942 Morris St., Phillipsburg, N. J. (M-35) Articles on semi-technical descriptions of industrial and constructional endeavors in which compressed air plays an important or novel part. C. H. Vivian. 1-2½c, Pub.

Co-Op Power, 416 E. State St., Ithaca, N. Y. (M-25) Articles on rural electrification; news items; photos. Roy H. Park. 2c, Pub.

Cooperative Merchandiser, 309 W. Jackson Blvd., Chicago 6. (M-25) Articles, photos, cartoons, on store modernization and store operation. 1c, Acc. Norman H. Karel.

Commercial Refrigeration and Air Conditioning, 1240 Ontario St., Cleveland 13. (M-30) News, photos, technical and merchandising articles of interest to refrigeration mechanics, dealers, jobbers, and engineers, to 2500. Cartoons. T. T. Quinn. 1c up, photos extra, Pub.

Corset & Underwear Review, 1170 Broadway, New York 1. (M-35) Buyer news, feature articles for corset and brassiere departments, specialty shops. Some verse. Louise Campe. 1½c, Pub.

Commercial West, 603 2nd Ave. S., Minneapolis 2. Most material staff-written, or special assignment. Query. Willis I. William.

Cosmetics & Toiletries, 1170 Broadway, New York. (M) Illustrated articles on cosmetics and toiletries sales promotions in retail stores, 1000; interviews with buyers, merchandising stores; news items; photos; sales training articles. Jean Laurent.

C Q, (The Radio Amateurs' Journal) 342 Madison Ave., New York 17. (M-35) Articles, fillers, photos, cartoons, on amateur radio. L. LeKashman. Acc.

Cracker Baker, The, 45 W. 45th St., New York 19. (Chicago office, 360 N. Michigan Ave.) (M-50) Stories pertaining to biscuit and cracker industry; plant writeups; sales stories, practical or technical articles; human-interest and success stories pertaining to baking. Query. E. J. Van Allsburg. 50c inch, Pub.

Crockery and Glass Journal, 1170 Broadway, New York. (M) Illustrated articles on china and glass sales promotion stunts in retail stores, 1000; interviews with buyers; merchandising stories; news items; photos; sales training articles. Lillian Weiss. 1½c, Pub.

Curtain and Drapery Department Magazine, 230 5th Ave., New York 1. (M) Illustrated articles on merchandising methods of outstanding curtain and drapery departments; photos of window displays. Jeanne Judson, Ed. 1c photos, \$3, Pub.

Dairy World, The, 608 S. Dearborn St., Chicago 5. (M-10) Factual articles with 2 or 3 photos on milk procurement, handling and processing, merchandising and distributing; new or remodeled plants; fresh-bottled milk and cream; cottage cheese, chocolate drink, buttermilk, and associated milk products, 500-1500. Roscoe C. Chase. 1c; photos \$1; ads with articles, 50c, Pub.

Department Store Economist, 100 E. 42nd St., New York 17. (M) Articles on department stores—management, systems, operations, merchandising, modernization, to 750. Longer by special arrangement. Factual copy ghosted by store executive if possible. Doris Burrell, Mng. Ed. 1½c, photos \$2.50.

Diesel Power & Diesel Transportation, 192 Lexington Ave., New York 16. (M-35) Illustrated articles on Diesel engine operation and maintenance, in power generation, bus, truck, and Diesel-electric locomotives, rail cars, tractors, etc., also articles on economics of plant operation, 500-2000. Brian P. Emerson. About 1c, average \$15 per page, including photos, Pub.

Diner, The, 247 W. Front St., Plainfield, N. J. (M-30) Articles on restaurant management, food costs, purchasing, successful Diner operators, etc., 1000-4000; news items relating to field. Arthur Neumann. 1c-1½c; technical research, 2c; photos, \$2-\$5, Pub.

Domestic Engineering, 1801 Prairie Ave., Chicago 16. (M-30) Plumbing, heating, and air conditioning trade merchandising and technical articles up to 3000. 1c, Pub.

Drug Topics, 330 W. 42nd St., New York 18. (B-W) Retail drug trade. Dan Rennick, Edit. Dir. 1c, Pub.

Drug Trade News, 330 W. 42nd St., New York 18. (B-W-15) News of manufacturers in drug and toilet goods fields. W. V. Toffey, Jr., News Ed. 1c, Pub.

Drycleaning Industries, 9 E. 38th St., New York 16. (M-25) Feature articles, short items, and news relating to the drycleaning industry. Arthur P. Nesbitt. 1c, Pub.

DuPont Photographic News, E. I. Dupont de Nemours & Co., 2504 Nemours Bldg., Wilmington 98, Del. (Semi-Annual-Free) Semi-technical articles of interest to professional photographers, 750 max., with 3-5 pertinent photos, 435 articles minimum. All rights to articles; one-time reproduction right, photos.

Earnshaw's Infants', Children's and Girls' Wear, 71 W. 35th St., New York. (M) Articles on department store merchandising of infants', children's and girls' wear. Amy Vossen. 1c, Pub.

Eastern Dealer, The, 115 South Ave., Media, Pa. (M-20) Farm equipment dealer success stories; interesting agricultural events, Eastern locale, where farm machinery was used; news items, photos. Grant Wright. 1½c, Pub.

Editor & Publisher, 1700 Times Bldg., New York 18. (W-15) Daily newspaper trade articles, new items. Robert U. Brown. \$4 a column up, Pub.

Electrical Dealer, 360 N. Michigan, Chicago. (M-35) Sales promotions on electric appliances articles 400-1000 accompanied by photos of advertising material and used in connection with described activity, \$17.50-\$35. (Query before submitting.)

Electrical Merchandising, 330 W. 42nd St., New York 18. (M-35) Articles about merchandising practices of electrical home appliance retailers with pictures. Laurence Wray. 2c.

Electrical South, 806 Peachtree St. N.E., Atlanta 5, Ga. (M-10) News and features of interest to electric power companies, Southern contractors, dealers, wholesalers. Carl W. Evans. 1c, Pub.

Electrical Wholesaling, 330 W. 42nd St., New York. (M-25) Query editor on experiences of wholesalers' salesmen in selling electrical products. O. Fred Rost. 1c, Pub.

Excavating Engineering, South Milwaukee, Wis. (M-35) Semi-technical illustrated articles on excavation by power shovels, draglines, dredges, clamshells, bulldozers and scrapers, including information and data on blasting, drilling and hauling; excavating contracts, open-pit mining, quarry, drainage, 100-4000. P. H. Woods. 2c; photos, \$2; cartoons, \$2 up, Pub. (Query.)

Factory Management & Maintenance, 330 W. 42nd St., New York 18. (M) Query editor on articles on factory management and maintenance methods. L. C. Morrow, Harry Lee Waddell. Good rates. Pub.

Farm Implement News, 608 S. Dearborn St., Chicago 5. (Bi-W-10) Trade articles on retail merchandising of farm implements, how-to stuff. 1½c, Pub.

Feed Bag, The, 1712 W. St. Paul Ave., Milwaukee 3. (M-25) Success stories and illustrated dealer-interview articles on retail feed dealers, 1200 to 1500. cartoons. C. L. Onsgard. 1c-1½c, \$15 minimum; photos, \$1-\$5, Pub.

Feedstuffs, 118 S. 6th St., Minneapolis. (W-10) Articles on merchandising, cost accounting, general business practices, applicable to the feed trade. Harvey E. Yantis. ¾c, Acc.

Film Daily, 1501 Broadway, New York. (D-10) News of the film industry. Chester B. Bahn. Space rates.

Fishing Gazette, 461 8th Ave., New York 1. (M-25) Illustrated articles on all branches of commercial fishing (no sport fishing). Prefers preliminary outline. News and articles on new plants. Photos of commercial fishing boats, with details of equipment. Carroll E. Pellissier. Articles \$5 page and up, news 25c inch, photos up to \$3, Pub.

Fleet Owner, The, 90 West St., New York 6. (M-50) Fleet vehicle maintenance articles. E. L. Barringer. Acc.

Floor Craft, (Continental College of Floor Efficiency) 1800 East National Ave., Brazil, Ind. (M-10) News correspondents to handle direct assignments on maintenance of large floor areas with special slant for Floorcraft; photos. D. E. Smalley. ½c, Acc. Up to \$5, photos. (Essential that writer first write for instructions.)

Flooring, 45 W. 45th St., New York 19. (M) News and features of interest to flooring contractors. Good rates.

Food Field Reporter, 330 W. 42nd St., New York 18. (Bi-M) News of the food and grocery product manufacturers; also illustrated articles on frozen foods and food packaging, 1000. Roy Miller. 1c, Dept. items 8c line, Pub. (Has regular correspondents in most areas.)

Fountain Service, 386 4th Ave., New York 16. (M-25) Illustrated articles on merchandising and management of soda fountains, soda lunches to 1000. J. Horan. 1½c, Pub.

Fuel Oil News, 1217 Hudson Blvd., Bayonne, N. J. (Monthly) News and illustrated features on retailers and marketers of fuel oil. Oliver C. Klinger. ½c up, Pub.

Fueloil & Oil Heat, 232 Madison Ave., New York 16. (M) News of manufacturing, selling, installing and operation of oil burners, air conditioning, heating fuel oil. A. E. Coburn. 30c inch, Pub. (Overstocked.)

Fur Trade Review, 342 Madison Ave., New York. (W) Technical stories on furs. V. Edward Borges. 1c, Pub.

Furniture Age, 4753 N. Broadway, Chicago 40, Ill. (M-50) Illustrated home furnishing trend articles 500-1000, furniture, rugs, draperies, bedding; featuring outstanding promotions, modernized stores, model rooms, unusual merchandising methods. J. A. Gary. 1c, photos \$2, Pub.

Furniture Manufacturer, 342 Madison Ave., New York 17. (M) Technical articles of interest to furniture manufacturers, particularly on designing, finishing, use of plastics, etc. V. Edward Borges, Edit. Dir. 1c, Pub.; \$1-\$2 photos.

Furniture South, High Point, N. C. (M-30) Merchandising plans of Southern furniture retailers, or applicable to all furniture retailers; also, features on Southern furniture manufacturers. Howard B. Easter. ½c, after Pub. Sup. rights released.

Garrison's Magazine, 110 E. 42nd St., New York 17. (M) Illustrated shorts directly relating to dry goods stores or dry goods departments of general and department stores. Acceptable subjects; a good department arrangement, a successful promotion, a good window, a clever counter display, a time or labor saving gadget or arrangement, an example of "good showmanship" either inside or outside the store, an advertisement or series that brought results, an attractive and effective remodeling or modernization job, a successful new store, particularly one opened by a returning serviceman. Photo or photos and description of 50 to 500 words. \$5-\$25, depending

on value and significance of item, Acc.

Gas Age, 9 E. 38th St., New York 16. (Fortnightly) Articles and news of gas companies; interviews with public utility heads. H. O. Andrew. 1c, Pub.

Gas Appliance Merchandising, 9 E. 38th St., New York. (M) Illustrated features on merchandising of gas appliances, including gas-fired air conditioning units. H. O. Andrew. \$15 per printed page, Pub.

General Merchant of Canada, 481 University Ave., Toronto 2, Canada. (M) Merchandising stories suitable to assist general merchants in Canada to improve store, sales, etc. Harry W. R. Sayers. 1c, Pub.

Geyer's, 212 5th Ave., New York. (M) Brief, illustrated articles on retailing of stationery, office equipment and furniture, allied fields, advertising, etc., based on actual interviews. Thos. V. Murphy. \$10, plus \$2 for each photo, Acc.

Gift & Art Buyer, 212 5th Ave., New York. (M) Brief interviews, illustrated, on retailing of gift and art, home decorative accessories, greeting cards, allied fields, promotion methods, advertising, etc. Thomas V. Murphy. \$10 each, plus \$2 for each photo, Acc.

Glass Digest, 225 Lafayette St., New York 12. (M) Factual, objective articles on the flat glass and allied industries; also, articles on retailer business building and how-to articles on installation and uses of flat glass and allied materials. Frederick D. Rich. ½c up, Pub.

Glass Industry, The, 55 W. 42nd St., New York 18. (M) Articles covering the technology and production problems of glass manufacturers; news and helpful features of glass manufacturing. Good rates.

Grocer's Digest, The, 308 W. Washington St., Chicago. (M-20) Articles, 750 to 1500 words, about successful independent retail grocers and merchandising methods that can be used by retail grocers; cartoons about grocers. Horace Barks. 1½c; photos \$1 up; cartoons \$2-\$5, Pub.

Handbags and Fashion Accessories, 1170 Broadway, New York. (M) Brief merchandising articles on handbags, gloves, handkerchiefs, jewelry, belts, neckwear, etc., from outstanding department stores; personnel news. Betty Held. 1½c, Pub.

Hardware Age, 100 E. 42nd St., New York 17. (2-M-15) Illustrated features on retail hardware stores, photos extra. \$12 page (about 1½c to 3c per word), Pub.

Hardware Retailer, 333 N. Pennsylvania St., Indianapolis 4. (M-25) Illustrated hardware merchandising features. Glendon Hackney. 1c, Acc.

Hardware World, 1355 Market St., San Francisco 3. (M) Limited market in 11 Western states for hardware merchandising stories, also sporting goods, housewares, china, glass, toys, cartoons. 100-1000. 1c, after Pub. Photos, \$3 each.

Hardware & Farm Implement, 224 Rialto Bldg., Kansas City 6, Mo. (M-10) Illustrated articles on retail hardware and farm equipment dealers, 800-1000, preferably about members of Western Hardware & Implement Association. I. L. Thatcher. 1c, Acc.

Hat Life, 1123 Broadway, New York 10. (M) Query on men's hat trade features. Ernest Hubbard. Good rates, Acc.

Heating, Piping & Air Conditioning, 6 N. Michigan Ave., Chicago 2. (M-25) Articles covering design, installation, operation, maintenance, of heating, piping and air-conditioning systems in industrial plants and large buildings up to 2000; mostly by engineers. C. M. Burnam, Jr. Good rates, Pub.

Highway Magazine, Armo Drainage & Metal Products, Inc., Middletown, O. (M) Illustrated articles on drainage, operation, improvements on public highways, railways, airports, use of roads and streets, 800-1200; cartoons. W. H. Spindler. 1c, photos \$1, Acc.

Home Furnishings Merchandising, 1170 Broadway, New York 1. (M) Articles on salesmanship, advertising, department and window displays, as pertaining to merchandising of furniture, upholstery fabrics, curtains, draperies, floor coverings, lamps and lighting fixtures, etc. 1½c; photos, \$2, Pub. Lillian Weiss, Ed.

Hotel Bulletin, 342 Madison Ave., New York 17. (M) Short items and articles on hotel maintenance and management, food preparation and beverage service. V. F. Borges. 1c, Pub.

Hotel Management, 71 Vanderbilt Ave., New York 17. (M-35) Articles on hotel financing, maintenance, operation, remodeling; also high class motor courts, 2000. (Always outline in letter first.) Action photos. Walter O. Voegelé. 2c to 3c, Acc.

Hotel World-Review, 71 Vanderbilt Ave., New York 17. (W-10) Hotel and travel news. Query on news and features. R. T. Huntington. ½c to 1c, Acc.

House Furnishing Review, 1170 Broadway, New York 1. (M) Illustrated news, feature, promotional articles from housewares, bath shops and major appliance departments 300-700. Julien Eifenbein. 1½c, \$2 for photos, Pub.

Ice & Refrigeration, 435 N. Waller Ave., Chicago. (M-35) Ice-making, cold-storage, refrigeration articles and news of new

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plants and improvements, locker storage, food processing. Articles on ice merchandising. H. T. McDermott. 1/2c. Pub.

Ice Cream Field, 19 W. 44th St., New York 18. (M-25) Merchandising and promotion ideas used or planned, for greater sales of ice cream, wholesale or retail. Howard Grant, Sidney M. Maran, Assoc. Ed. 1/2c. Pub.

Ice Cream Review, The, 1445 N. 5th at W. Cherry, Milwaukee 12. (M) Well-illustrated articles on new methods of operation of ice cream plants, new buildings, remodeled plants, merchandising plans. Edward Thom. 1c; photos, \$1-\$3.

Ice Cream Trade Journal, 305 E. 45th St., New York 17. (M-25) Convention reports (on order); articles on management, manufacturing, distribution and sales activities of special wholesale ice-cream companies, 500-2000. V. M. Rabuffo. 1c. Pub.

Implement & Tractor, Graphic Arts Bldg., Kansas City, Mo. (M) Features on farm equipment retailing, soil conservation, irrigation, and other topics of interest to farmers and particularly farm equipment dealers; personal news items of farm equipment dealers from regular correspondents. H. E. Everett. 1 1/2c. photos \$3.

Implement Record, 1355 Market St., San Francisco 3. (M-25) Material mostly secured direct from trade, but occasional news purchased. (Query.) Osgood Murdock. Varying rates, Acc.

Independent Monthly, The, 706 Thompson Bldg., Tulsa, Okla. (M-15) Articles on oil economics, operating, technical, field, producing, covering independent oil company interests only. Frank B. Taylor. 1/2-2c. Acc. (Query.)

India Rubber World, 386 4th Ave., New York. (M-35) Technical articles on economics of rubber industry, trade news, 2500. R. G. Seaman. 1c. Pub.

Industrial Finishing Magazine, 1142 N. Meridian St., Indianapolis 4. (M-20) Articles of timely interest and value to manufacturers who paint, varnish or lacquer their products; also, articles on surface preparation before painting, application of protective and decorative coatings, and oven drying of these coatings. W. H. Rohr, Pres.-Ed. 2c. min., immediately after pub.

Industrial Retail Stores, Southern Bldg., Washington 5, D. C. (M-25) Merchandising articles and success stories on "company store" operations, 500-1000. Hull Bronson. 1/2c. Pub.

Industry & Welding, Industrial Pub. Co., 1240 Ontario St., Cleveland 13. (M-Free) Constructive articles for the welder. General "here's how" welding information, in sequence, illustrated. Lew Gilbert. 2c. Pub.

Infants' & Children's Review, 1170 Broadway, New York 1. (M) Articles on merchandising of infants' and children's wear and shoes; news of buyers and sales promotion events in children's wear field. Dorothy Stote. 1 1/2c. Pub.

Inland Printer, 309 W. Jackson Blvd., Chicago 6. (M-40) Constructive articles on production, selling, management problems of printing industry. J. L. Frazier. 1c. Pub.

Institutions Magazine, 1801 Prairie Ave., Chicago 16. (M-35) Articles on food, equipment, maintenance and management of institutions. Photos. 1c, photos \$2 up, Pub.

Insurance Field, 131 W. Main, Louisville, Ky. (Life Edn., Bl-W-15; Fire Edn. W-15) Correspondents covering fire, casualty, life insurance news in all principal cities. Fred C. Crowell, Jr. 50c inch, Pub.

Insurance Salesman, 1142 N. Meridian St., Indianapolis 6, Ind. (M-20) Articles by life insurance salesmen about their methods. Robert Osler. 1/2c. Pub. (Buys little from freelancers.)

International Blue Printer, 506 S. Wabash Ave., Chicago 5. (M) Articles to 1500 with photos if possible, on commercial blue print and photocopy firms; no general business articles or news items. Before preparing an interview article, write editor for introductory letter. Ray Good, Jr. 1c, photos \$5, Pub.

Jewelers Circular-Keystone, 100 E. 42nd St., New York 17. (M-25) Illustrated stories on window display, advertising, merchandising, based on experience of some well-retailed jeweler, with special emphasis on "how to" angle. 1200-1500. L. F. King. 60c inch, photos \$3-\$5, Pub.

Jewelry, 381 4th Ave., New York 16. (2M) Spot news of all aspects of jewelry trade, merchandising tips, style trends, personnel, crime, obituaries. Alvin Levine. 55c col. inch.

Juvenile Merchandising, 114 E. 32nd St., New York 16. (M-35) Features on outstanding nursery furniture departments and stores, giving the merchandising angle. Elvira Grippa. 1c. Pub.

Laundry Age, 9 E. 38th St., New York 16. (M-25) "How" articles on power laundry operation and selling; also dry cleaning production and selling in dry cleaning departments of laundries; news items; photos. Arthur P. Nesbitt. 1c. Pub.

Laundryman's-Cleaner's Guide, 316 Peachtree St. N.E., Atlanta 3, Ga. (M-50) Articles on merchandising, advertising, production, selling, management, delivery fleets, maintenance, layout of production line, etc., in modern steam laundry and dry cleaning plants of the South, 750-1200. Denton Harris. 1c, photos \$3.50, Acc.

Leather And Shoes, 10 High St., Boston 10. News and features on any aspect of the shoe and leather manufacturing industries, or on large-scale shoe distributors (wholesalers, chains, etc.). Features run up to 1500 words. Query editor on features. News correspondents needed in all major shoe and leather mfg. centers. Payment, 1c min. Irving Roberts, News Ed., W. A. Rossi, Features Ed.

Linens & Domestics, 1170 Broadway, New York 1. (M-35) Trade and feature articles on linen goods, bed spreads, blankets and towels; interior or window display photos. Query on anything special. Julien Effenbein. 1 1/2c. photos \$2, Pub.

Liquor Store and Dispenser, 205 E. 42nd St., New York 17. (M-30) Illustrated merchandising articles 800, for wine and

liquor retailers, taverns and restaurants; cartoons. Frank Haring. 1 1/2c-2c, photos \$1.50 to \$3.50, Pub.

Locker Management, 105 S. 9th, St. Louis, Mo. (M) Articles directly connected with locker plants or locker plant operation; locker-theme cartoons; shorts. Albert Todoroff. 3c, photos, \$4. Acc.

Locksmith Ledger, 49 Monticello Ave., Jersey City 4. (M) Articles of, by, and for, locksmiths, keymakers, and general repair men—success stories, shop improvement methods, unusual advertising stunts, etc., to 500. M. Leonard Singer. 1c-2c, Acc.

LP-Gas, 9 E. 38th St., New York 16. (M-25) Articles on distribution of LP-Gas, also known as "bottled gas," 750; news items, photos. F. F. Eberhart. 50c col. inch, features; 40c col. inch, news.

Luggage and Leather Goods and Handbag Buyer, 1170 Broadway, New York 1. (M) Successful merchandising plans, department store handbag and luggage departments. Unusual window displays and interior layout. News about buyers. Arthur Mellin. 1 1/2c. Pub.

Lumber Merchant, The, 1026 Trust Bldg., Lincoln 8, Nebr. (M-20) Articles on all types of building materials and yard management; editorials, jokes, fillers, news items, photos, cartoon ideas. W. A. Keitges. Pub.

Marking Industry, 407 S. Dearborn St., Chicago 5. (M-25) Illustrated articles that pertain to marking from sales, merchandising, or manufacturing angle. A. W. Hachmeister. 1c up, Acc.

Mason Mint, The, The Home Service, 154 Nassau St., New York 7. Articles slanted to candy wholesalers showing them how to improve their business, how to get customers, how to make more money, how to run their bookkeeping, etc. Query on "Jobber of the Month" feature. Features up to \$20, photos to \$10; shorts, not over 300, \$10 plus \$3 for each photo.

Master Shoe Rebuilder, 60 South St., Boston 11, Mass. (M-10) Illustrated articles on modern, progressive shoe rebuilders; cartoons. W. C. Hatch. 1/2c to 1c, Pub.

Meat, 664 N. Michigan Ave., Chicago 11. (M) Query on features, based on interviews with meat-packing officials on production methods, merchandising ideas. J. E. Clohesey. 1-1 1/2c, Pub.

Meat Merchandising, 105 S. 9th St., St. Louis 2. (M-20) Articles based on actual visits to successful retail meat markets; merchandising ideas. Gilbert R. Palen. 1 1/2c. Acc.

Men's Wear, 8 E. 13th St., New York 13. News, features on men's wear departments, stores. W. D. Williams, Gen. Mgr. Good rates, Pub.

Merchants Trade Journal, 1912 Grand Ave., Des Moines 5, Iowa. (M-50) Feature articles on advertising, display, promotion ideas used by dry goods and department stores. Dorothy Thomsen, Mng. Ed. 1c, Acc.

Meyer Druggist, The, 217 S. 4th St., St. Louis 2. (M) Retail drug merchandising and management articles, 1000-1500, covering territory extending from Indiana and Alabama to Arizona and from Iowa to the Gulf of Mexico. Lorenz F. Petersen. 1 1/2c. Acc.

Midwestern Druggist, 610-20 W. 9th St., Bldg., Kansas City 6, Mo. (M-20) Practical merchandising ideas that have been put to work in retail drug stores, or sales promotional ideas that are clicking in such stores. Robert F. Kelley. Ind. 1c.

Milk Dealer, The, 1445 N. 5th St. at W. Cherry, Milwaukee 12. (M) Well-illustrated articles on operation, sales, and management methods of retail milk plants, with special emphasis on stories of new plant construction or remodeling, with layout sketches, and merchandising of dairy products. Edward Thom. 1c; photos, \$1-\$3.

Milk Salesman, The. (A. D. Walter, Inc.) 5405 Penn Ave., Pittsburgh 6. (M-25) Short articles not over 2 pages (1 page preferred) on delivery of milk to homes, and other subjects pertaining to milkman characters. A. D. Walter. Ind.

Mill & Factory, (Conover-Mast Corp.) 205 E. 42nd St., New York 17. (M-35) Query editor for copy of magazine and instructions. Carl C. Harrington. 1c up, usually Acc.

Modern Hospital, 919 N. Michigan St., Chicago 11. (M-35) Hospital subjects, 750-1500, from experts only. Robt. M. Cunningham, Mng. Ed. Pub.

Modern Packaging, 122 E. 42nd St., New York 17. (M-50) Illustrated articles on package production, design display, on assignment. C. W. Browne and Lloyd Stouffer.

Modern Plastics, 122 E. 42nd St., New York 17. (M-50) Articles on plastic materials, plastic products, uses, adaptations, on assignment only. Hiram McCann, Ed.; Paul Peck, Mng. Ed. 1/4c up, Pub.

Modern Retailing, 250 5th Ave., New York 1. (Q) Illustrated short articles detailing successful sales ideas, methods and stunts of small stores selling stationery, office supplies, school needs, novelties, etc. Photos. A. N. Borno. 1 1/2c. Pub.

Modern Stationer, 250 5th Ave., New York 1. (M-25) Illustrated dealer stories. David Manley. 1 1/2c, photos, space rate, Pub.

Modern Sundries, 80 Wall St., New York. (M) Feature articles on merchandising of sundries through wholesalers, chain drug stores, variety stores, department stores, chain tobacconists. T. F. Sullivan. 1c, Pub.

Modern Transportation, 262 Washington St., Boston 8, Mass. (M-20) Articles on trade, motor vehicle transportation, 2000; jokes, editorials, cartoon ideas. Myles W. Illingworth.

Motels & Courts, 544 W. Colorado Blvd., Gendale, Calif. (M) News items concerning operating new and proposed businesses; personality sketches of motel operators; photographs. Trade space paid for news, \$1-\$5, photos. Jean Jacques.

Motor, 250 W. 55th St., New York 19. (M) Articles on merchandising, service and management for new car dealers, repairshop operators, automotive jobbers. Neal G. Adair. Good rates, Acc.

Motor Service, 549 W. Washington Blvd., Chicago 6. (M) Articles and photos of interest to automotive repair shop service managers. Send for detailed instruction sheet.

Motorship, 192 Lexington Ave., New York 16. (M-25) Descriptive articles on Diesel-powered boats and performance stories. Technical articles on marine Diesel subjects. Michael J. O'Leary. 1c, Pub.

Music Trades, 113 W. 57th St., New York. (M-25) Merchandising articles on piano and musical instrument houses, music publishers, etc.; news of same; features. 1c, Pub. (Reserves right to cut.)

N. A. R. D. Journal, 205 W. Wacker, Chicago 6. (Bi-M) Official magazine of National Assn. of Retail Druggists. Articles on drug store merchandising. P. I. Slettedahl. 1½c, Acc.

National Bottlers' Gazette, 80 Broad St., New York 4. (M-50) Features and photos of interest to the bottled soft drink industry; cartoons, cartoon ideas. M. J. Becker. \$10 page, Pub. Uses accredited correspondents only.

National Cleaner & Dyer, 304 E. 45th St., New York 17. (M-35) Short detailed articles and illustrations on unusual production and sales methods in the dry cleaning field. William R. Palmer. Special rates, Pub.

National Furniture Review, 666 Lake Shore Dr., Chicago. (M-30) Authentic home furnishings operating articles, to 1600, well illustrated. Mary Seaman. 1½c, Acc.

National Grocer's Institute, Production Dept., Sanbornville, N. H. Concise, well-written articles on food store operating principles, any length; frank discussions by housewives of grocery store management, and competent reviews of specific food products. Thedia Cox Kenyon. 1c, Acc.

National Photo Dealer, 251 Fourth Ave., New York. (M-25) Articles on successful camera shops; good promotion stunts of camera shops. Augustus Wolfman. 2c, Acc. (Overstocked.)

National Provisioner, 407 S. Dearborn St., Chicago 5. (W-25) News and features on modern meat packing plants and sausage manufacturing. 1500-2000 features; 25-100, news; fillers; photos; cartoons. Edward R. Swem. 1c-2c; 50c inch news, photos \$3 up, Pub. (Query on features.)

National Rug Cleaner, 114 E. 32nd St., New York 16. (M-35) Trade features on rug cleaning plants—2 pictures, with technical information and merchandising. Marion Dooley. 1c, Pub.

New South Baker, 75 3d St., N.W., Atlanta, Ga. Articles on baking; news items; photos. Pub.

Newspaperman, Hyde Park 36, Mass. (M-10) Stories by working newspapermen to 2000; photos; cartoons; gags. Herbert A. Kenny. 50c, inch; \$5, photos; \$10, cartoons; \$1, gags. Pub.

Newspaper Management, 306 W. Main St., Mascoutah, Ill. (M-10) Fact articles on increasing subscriptions, special edition promotions, etc. Arthur D. Jenkins. ½c, Pub. (Overstocked.)

Northwestern Miller, The, 118 S. 6th St., Minneapolis, Minn. (W-10) Articles and photos dealing with flour, grain, feed and commercial baking products. Inquire before offering. Carroll K. Michener. Ed. 1c, Acc.

Northwest Motor, 83 Columbia St., Seattle 4, Wash. (M-20) Articles on automotive trade, particularly Northwest region. M. E. Trepp. 1c, Acc.

Notion and Novelty Review, 1170 Broadway, New York 1. News of notion department buyers. Merchandising features. A. I. Mellin. 1½c, Pub.

Office, 270 Madison Ave., New York 17. (M) Method articles of interest to office managers. Articles of interest to commercial stationers and office equipment dealers. 600-1800. James Gorman. ½c-2c, Acc.

Office Appliances, 600 W. Jackson Blvd., Chicago 6. (M-25) Articles on selling office equipment, 1200. Walter S. Lennartson. 2 col. page 45c inch; 3 col. page 30c inch, Pub.

Oriental Rug Magazine, 114 E. 32nd St., New York. (M) Articles on merchandising of Oriental rugs; promotions; displays, etc. Must be well-illustrated. 1c, photos, \$2.50, Pub.

Pacific Drug Review, Woodlark Bldg., Portland 5, Ore. (M-25) Articles on drug merchandising, window and inside display, advertising. W. C. Felter. Nominal rates, Pub.

Pacific Goldsmith, 657 Mission St., San Francisco 5. (M-25) Uses limited number of merchandising articles with Western slant on successful promotion, advertising, and display of items handled by stationery and office supply stores; especially interested in seasonal items, 750-1250. Robert B. Frier. 1c, Acc.; photos, \$3.

Pacific Road Builder and Engineering Review, 709 Mission St., San Francisco 4. (M) Illustrated articles on heavy construction; factual material showing how job was done; action pictures. From Western states only. Chas. Bremer. \$40 per article including photos, Pub.

Pacific Stationer & Office Outfitter, 657 Mission St., San Francisco 5. (M-25) Uses limited number of merchandising articles with Western slant on successful promotion, advertising, and display of items handled by stationery and office supply stores; especially interested in seasonal items, 750-1250. Robert B. Frier. 1c, Acc.; photos, \$3.

Package Store Management, 381 4th Ave., New York 16. (M-25) Operation articles on wine and liquor package stores—no bars—describing how an outlet is doing a better merchandising or management job, 1000-2000. Must have illustrative material. Query on news features. Jess Steckel. 1c up, Pub.

Packing & Shipping, Masonic Bldg., Plainfield, N. J. (M-25)

Items of interest to large industrial companies, railroads and other transportation agencies, on packing, loading, hauling, distribution, loss and damage in shipping, etc., 1000. C. M. Bonnell, Jr. ½c to 1c, photos 50c to \$1, Pub.

Paper Sales, (Davidson Pub. Co.) 22 E. Huron St., Chicago. (M-25) Authoritative and meaty articles, 1000-2000, of and about the operation and sales methods of wholesale paper merchants and their salesmen, illustrated. Jack Hand. 1c-2c, Acc.

Pet Supply Merchandising, 1 Madison Ave., New York 10. Articles to 1000 on pets and pet supply merchandising; 100-word shorts. Eileen Shubb. 1c; photos, \$1, Pub. (Reported unsatisfactory.)

Photographic Age, (Boland & Boyce, Inc.) Montclair, N. J. (M) Articles on companies using photography extensively, commercial studios doing a great deal of industrial photography; news items of the latest developments in industrial and business photography, and new photographic products; also good fresh articles on camera and lighting techniques, color photography; photographic processing technique. Now staff-written. Marvin H. Albert, Assoc. Ed. 2½c.

Piano Trade Magazine, 20 E. Jackson Blvd., Chicago 4. (M-20) Articles on music industry. Roy E. Waite. Staff-written at present.

Picture & Gift Journal, 408 Olive St., St. Louis 2, Mo. (M-25) Articles on picture and gift shops, framing departments. Pub.

Plastics, 342 Madison Ave., New York. (M) Informative, educational, technical, and semi-technical articles on plastics, their use and manufacture, 500-3000, illustrated. 1c, Pub. Incl. photos.

Playthings, 71 W. 23d St., New York 10. (M-50) Retail store articles covering the toys, dolls, games. Ben W. McCready; Joel Rapp. 1c, photos, \$3-45, Pub.

Plumbing and Heating Business, 5941 Grand Central Terminal Bldg., New York 17. (M-25) Articles, usually on assignment, covering plumbing, heating contracting; trade news. Photos, \$4; cartoons, \$5. 2c, Pub.

Plumbing and Heating Journal, 45 W. 45th St., New York 19. (M-25) Articles covering current trends in plumbing and heating business; unusual merchandising, management methods of successful contractors with pertinent high-grade human-interest illustrations, 1000. R. G. Bookhout. 1c, Pub.

Post Exchange, 9 E. 45th St., New York 17. (M) Material on operation of Army Exchanges and Ship's Service Stores, merchandising, display, cost control, sales, personnel training, cartoons. John T. Dunlevy. 1c; photos, space rates (\$2-45), Pub.

Power Generation, 53 W. Jackson Blvd., Chicago 5. (M-11) Technical articles on design, construction and operation of steam, electric, and hydro power, 500-1500. A. W. Kramer. 1c Min., Pub.

Power Wagon, The Motor Truck Journal, 407 S. Dearborn St., Chicago 5. (M) Illustrated articles on operation of truck and trailer fleets engaged in long distance hauling of freight and merchandise, 1000-2500. A. W. Stromberg. 1c-2c, Pub.

Practical Builder, 5 S. Wabash, Chicago 3. (M-35) Correct technical articles on residential and smaller business building, with "how-to-do-it" standpoint, 300. James M. Lange, Mng. Ed. Indefinite rates, Pub.

Printed Selling, (Davidson Pub. Co.) 22 E. Huron St., Chicago. (M) Articles dealing with handling of specific sales problems through use of direct mail or printed selling; authoritative articles on technical handling of printing. Jack Hand. 1c-2c, Acc.

Print, 24 Elm St., Woodstock, Vermont. (Q-\$2.50) Articles, 5000, advertising and graphic arts. \$50, Acc. Wm. Edwin Rudge.

Printing, 41 Park Row, New York. (M-30) Printing plant and sales management articles up to 1200, trade news of employing printers and their plants. Ernest F. Trotter, Ed. 40c inch, photos \$1 to \$2, plus space, Pub.

Production Engineering & Management, 2642 W. Grand Blvd., Detroit 2. (M-25) How-to-do-it articles on mass production, jigs, fixtures, processes, methods, machinery, tools, new materials, etc., 1500-2500; fillers; photos, and news of plant personnel. F. M. Scotten. 1c up; photos \$2.50, Acc.

Progressive Grocer, 161 6th Ave., New York 13. (M-25) Illustrated idea articles, 100-200; grocery trade articles, especially success stories, 1200-1500; photos. Carl W. Dipman. 2c, Acc. Original jokes with grocery slant, \$2 each. Attractive photos of food window and interior displays, meat displays, \$3 to \$5 each.

Publishers' Weekly, The, 62 W. 45th St., New York 19. (W-15) Articles about and of interest to book trade, 1500-2000. Frederic G. Melcher, Mildred C. Smith. 1c, 10th of mo. following Pub.

Quick Frozen Foods, 82 Wall St., New York 5. (M-35) Articles on freezing, lockers, 1200-1500; short items on new locker plants, new freezers, etc. E. W. Williams. 1½c. 50c, short items, \$1 photos, Pub.

Radio & Appliance Journal, 1270 6th Ave., New York 20. (M-25) "How-to" articles about radio, record and appliance dealers. Must be well written; must have photos. A. H. Kolbe. 1c; photos, \$2.50, Pub.

Radio and Television Retailing, 480 Lexington Ave., New York 17. (M) Illustrated features on radio and electric appliance merchandising, 100-500. O. H. Caldwell. 1c up, Acc.

Radio and Television Weekly, 90 Hudson St., New York 13. (W) Correspondents in principal cities provide news covering activities in radio and allied industries. Cy Kneller. Low rates, Pub.

Radio-Electronic Engineering, 185 N. Wabash Ave., Chicago 1. (M) Well-illustrated technical articles covering research

development and applications in field of electronics and closely allied fields. H. S. Renne, Tech. Ed. 4c-5c, Acc.

Radio-Electronics, 25 W. Broadway, New York 7. (M-30) Semi-technical articles on radio-electronic equipment, radio and television servicing, construction, experiment, 2000. Cartoons and cartoon ideas. Hugo Gernsback. Pub., at rates depending on arrangement.

Radio Distribution and Maintenance, (Boland & Boyce, Inc.) Montclair, N. J. (M) Good articles on servicing techniques, new test equipment, advertising and selling to the serviceman, and other related A.M., F.M., and television articles; stories about men who have developed successful service businesses. J. J. Roche; Isidor I. Gross, Assoc. Ed. 2½c. (Query.)

Railway Mechanical Engineer, 30 Church St., New York. (M-50) Railroad shop kinks, photos. Roy V. Wright. 75c inch, Pub.

Refrigeration, 1070 Spring St., N.W., Atlantic, Ga. (Bi-M-15) Name and fact stories on ice refrigeration, merchandising of ice and ice refrigerators, and refrigerated locker plants. O. J. Willoughby. \$4 column, Pub.

Reporter, Allis-Chalmers Tractor Div., Box 512, Milwaukee 1, Wisc. (Bi-M-Free) Articles, news items, on construction, road building, dams, clearing pipelines, airfield, county, state maintenance with Allis-Chalmers equipment, 1000-1500. Photos, action, construction. 5c, Acc.; photos, \$5. Edwin A. Francis.

Restaurant Management, 71 Vanderbilt Ave., New York 17. (M-25) Articles on restaurant financing, maintenance, operation, remodeling. Action photos. Query editor. J. S. Warren. 2c-3c, Acc.

Retail Bookseller, The, 55 5th Ave., New York 3. (M-25) Approved articles of practical interest to booksellers and rental library proprietors, 1500-2500. Francis Ludlow. 1½c minimum, Acc.

Retailers Bicycle Journal, 301 E. 5th St., Fort Worth, Texas. (M-\$1.50) Articles on successful retailing of bicycles, 500-600; news items of trade. Bill Quinn. 1c, photos, \$3. Pub.

Retail Coalman, 53 W. Jackson Blvd., Chicago 4. (M-20) Geo. H. Cushing. Staff-written.

Retail Tobacconist, 1860 Broadway, New York 23. (Bi-M-20) Articles on business methods of successful tobacconists. 500-800. J. L. Sicari. 1c; photos, \$3. Pub.

Rock Products, 309 W. Jackson Blvd., Chicago 6. (M) Articles on cement, lime, gypsum, crushed stone, sand and gravel plant operations, ready-mixed concrete, precast concrete, and all other non-metallic minerals. Bros Nordberg. \$15 per page, including illustrations, Pub.

Roofing, Siding & Insulation, 45 W. 45th St., New York 18. (M-23) Merchandising features and news concerning trade. Bernard Hill. 1½c, Pub.

Rubber Age, 250 W. 57th St., New York 19. (M-35) Articles of interest to manufacturers of rubber products up to 2400. M. E. Lerner. \$10 a page, Pub.

Rug Profits, 386 4th Ave., New York 16. (M) Articles on floor covering, merchandising, modernization, displays, promotions. Eleanor F. Duff. 1c-1½c, Pub.

Seafood Business Magazine, P. O. Box 297, Port Lavaca, Texas. (M) Interviews with seafood wholesaler, retailers, restaurants, with emphasis on Texas and Louisiana seafood. Ruel McDaniel. 1c, Pub.

Seed World, 327 S. LaSalle, Chicago 4. (2-M) Articles and photos on growing and merchandising seeds. News ed.: B. A. Hoover. ½c, Pub.

Self-Service Grocer, 114 E. 32nd St., New York 16. (M) A grocery trade journal reaching managers of large-volume supermarkets of all kinds. Gordon Cook, Ed.; Ida M. Brace, Mng. Ed. 1c, Pub. (Write for bulletin giving full requirements.)

Shipping Management, 425 4th Ave., New York 16. (M-25) Articles of interest to shipping managers of leading manufacturing, wholesaling, and retailing firms. 1c, Pub.

Southern Automotive Journal, 806 Peachtree St. N.E., Atlanta 5, Ga. (M) News and features covering the automotive trade in the South and Southwest. William C. Herbert. 1c up, Pub.

Southern Fisherman, 624 Gravier St., New Orleans, La. (M-25) Needs regular correspondents along the southeastern shores; specifically Texas, Maryland, Virginia, the Carolinas, and some points in Florida. Commercial fishing only; no sport fishing. Also, features with photos on wholesaling, frozen food merchandising, restaurant use and all other aspects of commercial seafood merchandising. Query. Warren Gleason. ½c up, Pub.

Southern Funeral Director, 1070 Spring St., N.W., Atlanta, Ga. (M-25) Articles of interest to southern morticians; merchandising in display rooms, collections, advertising, illustrated articles on new funeral homes costing \$25,000 or more, public relations. O. J. Willoughby. ½c to 1½c, Pub.

Southern Hardware, 806 Peachtree St., N.E., Ga. (M-25) Illustrated articles on management and merchandising methods in southern retail hardware stores and retail farm equipment dealerships. Ralph E. Kirby. 1c up, Pub.

Southern Laundry & Cleaner, (Ledger Printing Co.) Fort Worth, Tex. (M) Illustrated operation, management, advertising articles of interest to laundry and dry cleaning plant owners, to 2500. Cartoons. ½c-2c, Pub.

Southern Printer, 75 3rd St., N.W., Atlanta. (M) Illustrated factual articles, 1000-1500, based on actual experiences of printers in 14 Southern states. Chas. Fram. 25c col. inch, Pub.

Southern Stationer & Office Outfitter, 75 3rd St., N.W., Atlanta, Ga. (M-20) Business-building articles based on interviews with Southern stationers and office outfitters; news,

photos. V. T. Crenshaw.

Southwestern Baker, 542 M. & M. B'dg., Houston 2, Tex. (M-20) News and features of Arkansas, Louisiana, Mississippi, So. Carolina, Tennessee, Texas, Alabama, Florida, Georgia, No. Carolina, Oklahoma, New Mexico, Colorado and Arizona baking industry. Charles Tunnell. ¾c to 1c, photos \$1 up, Pub.

Spice Mill, The, 106 Water St., New York 5. (M-50) Feature articles on tea, coffee, spices, condiments and flavoring, especially dealing with practical manufacturing and merchandising problems. E. F. Simmons. ½c to 1c, Pub.

Sporting Goods Dealer, The, 2018 Washington St., St. Louis 3, Mo. (M-35) Illustrated interviews on sporting goods merchandising, store management, 750-1000; news. Hugo Autz. 1c min., Pub. Photos, Acc.

Sportswear, 342 Madison Ave., New York. (M) Technical articles on fabrics and also on sportswear designs of garments. V. Edward Borges, Edit. Dir. 1c, Pub.

Starchroom Laundry Journal, 304 E. 45th St., New York 17. (M-35) Short trade stories, well illustrated in power laundry field only; fillers; photos. Wayne Wilson. 1½c, Pub.

Super Market Merchandising, 45 W. 45th St., New York 19. (M) Illustrated articles, and news items, on management and operation of super markets, 2500, maximum. M. M. Zimmerman. 1c, Pub.

Surgical Business, 369 Lexington Ave., New York 17. (M-25) Articles of interest to manufacturers, wholesalers, dealers and salesmen of surgical supplies, instruments, equipment and orthopedic appliances, to 1000. 1c up, Pub.

Telegraph & Telephone Age, 25 Beaver St., New York. (M-25) Technical articles and news in communications field, wire, radio. L. G. Baxter.

Telegraph Delivery Spirit, 356 S. Spring St., Los Angeles 13. (M-1) Staff-written.

Telephony, 608 S. Dearborn St., Chicago 5. (W-15) Fillers, news items, photos, cartoon ideas. 21c inch, Pub.

Tire Review, 31 N. Summit St., Akron 8, Ohio. (M) News of tire trade; merchandising articles on tire and battery dealers, jobbers, vulcanizers, retreaders, etc. Edward S. Babcox, Jr., Ed. 1½c.

Tires Service Station, 386 4th Ave., New York 16. (M-25) Merchandising and servicing articles on tire retailers and super-service station operators, 1500-2000. Jerome T. Shaw. 2c, Pub.; photos \$3. Pub.

Tourist Court Journal, 1075 1st St., Temple, Texas. (M-25) Articles on management and maintenance of tourist courts, with photos, layouts, sketches, ½c and up, Acc.

Tobacco Jobber, 1860 Broadway, New York 23. (M) Articles on business methods of successful tobacco jobbers. 1c; photos, \$3. Pub.

Trader and Canadian Jeweller (Consolidated Press, Ltd.), 73 Richmond St., W., Toronto. (M-25) Articles of interest to jewelry trade, 800-1200; news items; photos; fillers; jokes; cartoons (all of jewelry interest).

United States Tobacco Journal, 99 Hudson St., New York 13. Correspondents in principal cities cover news of the tobacco industry. Low rates, Pub.

Variety Merchandiser, 79 Madison Ave., New York 16. (M) Photos of outstanding 5-10 cent store displays; news of personnel changes, with photos; new stores with photos, human interest items from 5-10c stores; cartoons; jokes. All material must be angled to 5-10c field. Preston J. Bell. 1-2c to 400 words, Acc.

Vend, 155 N. Clark St., Chicago 1. (M) Well-illustrated articles on all angles of the coin-operated machine business, 1000-4000; dealers, operators, manufacturers, users, etc. Double-check copy for accuracy. R. W. Schreiber. Good rates.

Venetian Blind News, 301 E. 5th St., Fort Worth 2, Tex. Articles on Venetian Blind manufacturers, selling and manufacturing, 1000; photos, cartoons. Tom Murray. Pub. 30c-50c.

Venetian Blinds, 431 S. Dearborn St., Chicago. (M-25) Articles on merchandising of Venetian blinds; also photos and items showing interesting and unusual applications. M. B. Pendleton. 1c, Pub.

Voluntary and Cooperative Groups Magazine, 114 E. 32nd St., New York 16. (M) A grocery trade journal reaching executives and buyers in organizations sponsoring Voluntary or Cooperative Groups, as well as large-volume members of the various Group organizations. Gordon Cook, Ed.; Ida M. Brace, Mng. Ed. 1c, Pub. (Write for bulletin giving full requirements.)

Welding Engineer, 520 N. Michigan Ave., Chicago 11. (M-35) Technical and practical articles of interest to welding departments and shops. T. B. Jefferson. 1c, Pub.

Western Baker, 121 2nd St., San Francisco 5, Calif. (M-25) Articles on Western baking, wholesale, retail, merchandising, engineering, production, display, etc. Ennis B. Gicker. 1c, Acc.

Western Brewing and Distribution, 4328 Sunset Blvd., Los Angeles 27. (M-25) Technical or scientific articles on brewing, maling, etc. R. D. Roberts. 35c col. inch, Pub.

Western Canner & Packer, 121 2nd St., San Francisco 5, Calif. (M-35) Practical descriptions of canning, drying, freezing or glass-packaging production methods, 1500, in Western states. 1c, Acc. E. B. Stark.

West Coast Druggist, 1606 N. Highland Ave., Hollywood 28, Calif. Drug store modernization plans, rough sketches of new types of fixtures, store ownership changes. 6 Western states only. Bert Butterworth. 2c, Pub.

Western Confectioner News, 4328 Sunset Blvd., Los Angeles 3. (M-25) Technical or news articles on the confectionery

industry. A. B. Wascott. 50c inch, Pub.

Western Construction News, 609 Mission St., San Francisco 5. (M-35) Illustrated articles on all phases of Western construction engineering. John M. Server, Jr. 1½c. Pub.

Western Flying, 4328 Sunset Blvd., Los Angeles 27. (M) Practical articles on aviation sales, service, production, or aircraft operation. military, commercial, private. Query on features. Fred Russell. 1c and up. Pub. Not in market.

Western Fabrics Curtains & Draperies, (Service Publications) 4326 Sunset Blvd., Los Angeles 27. (M) Merchandising stories showing how curtain, drapery and slip cover retailers build up their sales or cut operating costs; also good stories of successful promotions, good displays, new and unique stories, correlation of products, etc., to 1000. Good sharp glossies to illustrate. Harriet Puffer, Mng. Ed. 2c. Acc.

Western Plumbing & Heating Journal, 3665 S. Vermont Ave., Los Angeles 7. (M) Trade news and features from west of the Rockies. John B. Reeves. Indefinite rates, Pub.

Western Upholstery Furniture & Bedding, (Service Publications) 4326 Sunset Blvd., Los Angeles 27. (M) Articles telling how upholsterers, upholstered furniture manufacturers and mattress manufacturers increase production, cut operation costs, use production-line operations, etc., to 1000. Good sharp glossies to illustrate. Harriet Puffer, Mng. Ed. 2c. Acc.

Wine Review, 4328 Sunset Blvd., Los Angeles 27. (M-25) Articles on wine production and merchandising, etc. News items. P. T. Carre. 25c inch, Pub.

Women's Reporter, 342 Madison Ave., New York. (M) Technical articles on fabrics and also on women's apparel. V. Edward Borges, Edit. Dir. 1c. Pub.

Wood Construction and Building Materialist, Xenia, O. (M-20) Sales promotion articles on retail lumber and building material dealers, based on specific interviews. Richard D. Downing. 16c inch, including art, Pub.

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"IN TWENTY-FIVE WORDS OR LESS"

(Continued from Page 7)

cases in a recent Proctor & Gamble contest.

"I like I--- soap because improved I--- gives more generous, sturdy-staying suds faster; safe, efficient and thrifty for dishwashing and cleaning; so pure and mild for bath and complexion."

If you like to jingle, or write last lines to limricks, there are many such contests. The method is the same. Know your product, discover its good points and how it works to your advantage. Be sure that your rhythm is good. Follow through on the beat of the lines you must match. Read them out loud *naturally*—don't force the accents on the wrong syllables. If the rhythm doesn't flow smoothly, discard it, and try again, or change the "bumpy" words. A few years ago, Metro-Goldwyn-Mayer had a national contest for a two-line slogan. They gave you the subject—the large number of stars on their payroll and the fact that every picture they issued had more than one star. You were permitted to compose the entire slogan. This won the first prize for me:

Each release a star packed treasure

From which Millions Get More pleasure.

If you will carefully analyze this winner, you will notice that I included the sponsor value, referred to before, in this entry. Their trademark MGM had been typed in red, in contrast to the rest of the entry blank. If you like to jingle, you may often enter a jingle in a twenty-five word statement contest—and win. However, some sponsors do not like verse, so send in both kinds—never put all your eggs in one basket. The following won a wrist watch in a contest about canned apple sauce:

Smooth texture, tongue-teasing taste,

Convenience, economy, no work or waste;

Fancy quality, sauce perfection,

Makes this, my preferred selection.

My most recent attempt at jingling in a statement contest won me the grand prize—a four door 1949 Ford sedan—in a national contest about shoes. I am not permitted to release the entry, but there wasn't a wasted word. In twenty-five words it covered the comfort, style, economy and variety of the shoes; its rhythm was good—it must have been to win the only car offered in the United States. I had submitted one other entry in prose—just to be on the safe side.

When you try for a "regular" slogan contest, it is usually limited to ten words or less, and every word must count. Also, if you learn to slogan well, you will improve every type of entry you write, because of necessity, you must say a lot in a few words. A slogan should read smoothly, be rememberable, contain as many points of advantage as possible, and if it includes the sponsor's name, so much the better. The following won a first prize of \$500 in a national contest about a certain zipper:

For neatness, smoothness, matching beauty

C---- zippers do triple duty.

In these ten words you can discover three excellent sales points, plus the sponsor's name.

In addition to the method of writing your winning entries, I would like to give you a few important tips and rules that you should always observe.

Always try to be sincere—sponsors can spot an insincere entry a mile away. Don't exaggerate and tell the sponsor things about his product that he

(Continued on Page 24)

LITERARY MARKET TIPS

Our New York correspondent writes:

Liberty went through another change. The comment in New York now is: *As Changeable As Liberty*. John Danby replaces Lee Pasquin. Danby certainly deserves the advancement, having been an under editor for a long time doing a real job. Better query him before submitting, as *Liberty* is a spotty market at best. But no magazine pulls more fan mail than *Liberty*. Every author enjoys being published in it. Osborne Bond is publisher. A good barometer is *Household Magazine*. When *Household* buys fiction again, then you will know that Mr. and Mrs. Main Street has gone back to reading after looking. . . Many writers hesitate sending manuscripts to *Good Housekeeping* magazine fearing no chance. Well — two new writers have clicked there recently. Why not you? . . . *Cosmopolitan* is still the snooty one, but when a new writer crashes he is good. And they mean good — and give a bonus to the editor finding it. So, geniuses, take notice. . . Writers who have manuscripts of "class" or "snoot" or "ultra-modern" should contact the new magazine *Flair*, 511 5th Ave. . . A new science fiction magazine worth while is *Fantasy* (quarterly) 570 Lexington Ave., N.Y. . . If you have a story of an article that really helps a man help himself to success or power, try *Esquire*, 1366 Madison Ave., N.Y. But no sentiment — real sophisticated achievement, and smart. . . And if you have an article with photos that just gets under the sex censor's scissors, try *Stag*, 350 5th Ave., N. Y., 1. Adventure flavor, of course. . . Remember, writers, you are constantly competing with television. Try to write things which will find ready magazine markets. Even propaganda, if clever and provocative, can sell today. One non-advertising magazine is considering a powerful article attacking cigarettes, with lurid details and statistics, on chain-smokers. Watch the cover headlined articles to see what the trend is, into the appeal which television can't equal. This is a survival of the fittest. You may have to stoop to conquer.

The Manhattan Branch of the National League of American Pen Women, under the leadership of Lillian Everts, poetry chairman, will conduct a series of poetry workshop meetings scheduled to run every second Thursday of each month until April, from 7 to 9 P.M., at the Columbus Branch, New York Public Library, 742 10th Ave., New York. For further details, contact Miss Everts.

Chaparral Voices, Crescenta Valley Ledger, Montrose, Calif., uses unpublished original verse, not over 220 lines in length. Though somewhat overstocked now, good poems have a chance of publication in the poetry column of the weekly newspaper. No payment is made, but complimentary copies are sent.

Furniture Index, 415 W. 4th St., Jamestown, N. Y., Agnes Ahlstrom, editor, reports: "We're buying very little—almost no—editorial material at present.

The Tidings, 341 S. Figueroa St., Los Angeles 7, is no longer in the market for verse. "Mounting newspaper production costs have left us with no place in the budget for poetry," states James L. Duff, Poetry Editor.

Many complaints have been received regarding *Jr. Magazine*, formerly at 812 N. Dearborn St., Chicago. J. H. Marks, Inspector in Charge, P. O. Dept., Chicago, now informs us that "it is our information that the concern has moved to Los Angeles, Calif." Miss Adele Ries has been replaced as editor by Carl Cons. Two writers report no payment received for articles published in April and May respectively this year.

Your Business, P. O. Box 95, 30 N. 5th St., Philadelphia, has been absorbed by *Hardware Age*, 100 E. 42nd St., New York. It is understood that all manuscripts on hand have been returned to their authors.

Factory Management and Maintenance, 330 W. 42nd St., New York 18, L. C. Morrow, editor, writes: "For the bulk of our material we rely almost solely upon case studies by which we mean descriptions of management techniques that are being used successfully in plants that can be named."

The Pacific Dairy Review is now located at 593 Market St., San Francisco 5.

The Organic Farmer, Emmaus, Pa., a monthly stressing natural agricultural techniques, and strongly opposed to the use of chemical fertilizers and insecticides, is in need of articles and would like to contact freelancers who have had agricultural experience. In January the size of the publication will be increased to 8 1/4"x11" and the format will be changed. "We pay \$25 for articles from 1500 to 2000 words," states Robert Rodale, managing editor. "It is almost essential that good photographs accompany articles. We are also in the market for fillers, 100 to 1000 words, accompanied by a photo or photos. We buy individual human interest farm photos for covers, and other general farming pictures, paying from \$3 to \$6 for photos according to quality, and from \$1 to \$10 for fillers." Mr. Rodale concludes, "Our need for material is great." Interested writers should write Mr. Rodale for a sample copy.

Organic Gardening, edited by the same organization as the above, is also in need of material along the same lines, except that all articles must have a gardening instead of a farming slant. Payment is the same as announced for *Organic Farming*.

Personal Liberty Magazine, Box 235, 205 E. 84th St., New York 28, a monthly, is interested in obtaining correspondents in every state in the Union. It can also use short articles (350 words), stories, fillers, poems. Before deciding to write for this publication, writers should send a request for a sample copy with a stamped, self-addressed envelope, to Carlson Wade, editor.

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"IN TWENTY-FIVE WORDS OR LESS"

(Continued from Page 22)

knows are not true, and which the product couldn't possibly do. Obey implicitly *all* the rules. Read them carefully, and whether you think they are foolish or not, obey them. If the rules call for twenty-five words, don't send twenty-six because you are *so* sure your entry is good they will overlook that extra word. They won't. Your entry will hit the discards and never get to the judges at all. Be sure you put enough postage on your envelopes—weigh them and don't take chances. Judges refuse letters with postage due. Mail your entry early; don't wait until the last day. Your letter may be collected at 5:30 p.m. and not be postmarked before midnight, in which case your entry is disqualified.

It is a startling fact that approximately fifty percent of the entries received in a contest are discarded because of some rule violation. If your entry blank calls for your dealer's name and address, give it. If it says print, *print*. However, where the entry says "sign" your name, write it in longhand.

Another word of advice—beginner or old-timer alike would do well to accumulate the necessary "tools" to make a winner. Every contesteer should own a good dictionary, a rhyming dictionary, a thesaurus, subscribe to a contest magazine and a bulletin or two. These give valuable help and information—can make you a winner sooner.

You can't win every time, it is true, but once you get that first check with its letter of congratulation, the bug has bitten you, and you are incurable. Besides the cash or prizes you may win, don't lose sight of the fact that in making contesting your hobby, you are continually enlarging your vocabulary, learning to express yourself concisely and in an interesting manner, and acquiring intelligent information.

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ADVISING THE BEGINNER

(Continued from Page 13)

term, but it is evidently a useful one. When an editor says that a story has no "point," he usually means that it has not arrived at its appropriate conclusion. This conclusion could be the resolution of a problem or it could be the achievement of fresh understanding or insight. A piece of writing without "point" has not taken advantage of narrative to arrive at some satisfying conclusion to change; it remains unresolved or, as frequently is true, has no narrative at all and remains a sketch or anecdote. A sketch or anecdote is usually "pointless" because it does not "mean" anything except to indicate the writer's ability to observe, not his ability to understand a situation through the use of narrative or "story."

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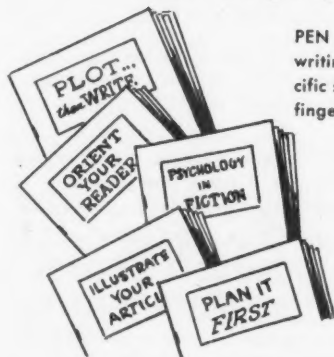
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(Continued from Page 14)

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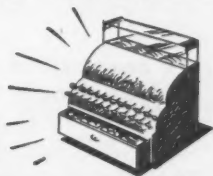
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